

Profile

Prema Sagar
Principal & Founder
Genesis Burson-Marsteller



Prema Sagar is Principal and Founder of Genesis Burson-Marsteller.

Genesis Public Relations, which Prema established in November of 1992, mirrors the journey of the profession in India. An alumna of the Frank Jefkins Institute, U.K, Prema launched the firm at the advent of the economic reforms in India with just one client and one colleague. It is recognised today as India's most trusted public relations and public affairs firm. In 2008, it was ranked as 'India Consultancy of the Year' by The Holmes Report, acknowledging Prema's success in nurturing reputation whilst managing complex issues in a business environment rife with inherent contradictions.

Prema has played a leadership role in the industry demonstrated in her role as the Founding President of the Public Relations Consultants Association of India (PRCAI), Council Member for India of the International Public Relations Association (IPRA) and member of the global Board of Management of the International Communication Consultancies Organisation (ICCO).

In recognition of her contribution to global public relations, Prema was invited as the only Indian on the global jury for the first ever PR Lions at the Cannes Lions International Advertising Festival 2009. She was earlier inducted into the 'ICCO Hall of Fame', the first Asian to receive this rare honour, joining a select group of global personalities including Daniel Edelman, Founder and Chairman of Edelman, John D. Graham, Chairman & CEO, Fleishman-Hillard and Harold Burson, founding Chairman, Burson-Marsteller.

As a successful entrepreneur, she mentors future leaders as a Charter Member of The Indus Entrepreneurs (<http://www.tie.org/>), the world's largest not-for-profit organisation promoting entrepreneurship.

Inspired by Mother Teresa, Prema established the Genesis Foundation (www.genesis-foundation.net), a trust created to provide access to world class medical care for abandoned and underprivileged children facing life-threatening ailments. The work at the foundation is Prema's life mission.

Prema is married to a lawyer. Her son is a professor and daughter is pursuing further studies.