



Bharat Avalani

Bharat is a Unilever Veteran who has crisscrossed 70 countries. He comes with 25 years of experience in Brand Management, Consumer Insights, Media Strategy, Brand Activation, Market Development and Integrated Brand Communications. He was the Regional Integrated Brand Communications and Market Development Director for Unilever's Homecare category across Asia, Africa, Middle East and Turkey. He continues to be associated with Unilever in an external capacity.

He is the CEO of Connecting the Dots Marketing Consultancy and the Global Partner of Anecdote International, recognized as a world's leader in the use of storytelling in business. He is an expert in designing and delivering brand experiences — and in what better way than to use stories. He conducts Storytelling for Leaders workshop where he helps leaders find their stories and teaches them how to tell it.

His friends call him a memory collector and a story teller. He seeks experiences and every journey is a story for him. Like many others he also takes selfies ...but his selfies are different, because each picture tells a story that is deeply etched in Bharat's memory. Each picture is an emotional experience for him.

Amidst all, Bharat has served as President of the International Advertising Association (IAA) Malaysian Chapter, Vice President of the Malaysian Advertisers Association (MAA),

and as a Board Member of the Audit Bureau of Circulations (ABC) Malaysia. Bharat is currently on the Executive committee of the Asian Federation of Advertising Associations (AFAA) and Global Board of International Advertising Association (IAA), He is a member of the Supervisory Group of AIESEC Malaysia, the biggest youth movement in the world.

Bharat who has a post-graduate qualification in Marketing, was also bestowed the Achievers & Leaders Award for Brand Leadership at the IALA Conference in Singapore and the Brand Leadership Award at the World Marketing Summit . He is also a NLP trainer certified by the American Board of NLP.

The Asian Federation of Advertising Associations (AFAA) at the 30th AdAsia Congress held in Bali gave him a Special Award for teaching and spreading the good influence of advertising and marketing across the region and for impacting 200 talents from 11 countries through the Fasttrack Program that he has been delivering since 2013.

He has also shared his pointed views and experience at key industry events.