

Sampark Public Relations appoints Shekhar Ghosh as Chief Executive

Shekhar will lead the agency's national business, strategy and client servicing operations across branches

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Sampark Public Relations, the country's leading public relations advisory, has roped in Shekhar Ghosh as its Chief Executive Officer. Shekhar's move follows Sampark's impressive growth record in the recent past. Shekhar will lead the agency's national business, strategy and client servicing operations across branches.

Shekhar moves from R&PM:Edelman where he served as the Chief Operating Officer (COO). Prior to Edelman, Shekhar was the Director, Strategy at Hanmer & Partners for over five years. In his 7 plus years of public relations career, Shekhar has worked with some of the prestigious clients such as Hyatt Regency, Vedanta Group, Anheuser-Busch, 3i, Enam, Murjani Group, Essel Propack, 3i, and Everest Consulting Group, among many others.

Says Shekhar, "With the Indian economy on the roll, the world's eyes are on India and PR is finally getting its place in the sun. These are exciting times for the industry. I'm most impressed with the way Sampark PR has maintained its boutique character even at the blistering pace at which its growing. I'm sure India will see more of national and global footprint from Sampark PR in the times to come.' Says Bela Rajan , Founding Partner of Sampark Public Relations, 'Shekhar will help in devising and executing growth plans and maintaining the overall direction of the organization. His approach and experiences within the industry will add further to value to our current and future clients '

Sampark PR has been on a big client-winning spree with over 50% growth for the past two years. The list includes Siemens group, Tech Mahindra, Watson Wyatt, Sahara Corporate, RPG HR, MMRDA, among many others across different industries. Sampark also recently opened its seventh full-service network branch in Hyderabad. Headquartered in Mumbai, the agency has full-fledged operations in New Delhi, Kolkata, Bangalore, Chennai, and Pune. 'It is the excitement of meeting the growth challenges faced by the industry and by the organization that has brought me to Sampark PR,' says Shekhar on his future role.

A journalist-turned-public relations professional, Shekhar has spent close to 18 years as a hard-core journalist for some of the most reputed journals in India - Imprint, Business India, Business Today, Business Standard, and Outlook. He has also written for several prestigious international publications including International Herald Tribune, Crain's Chicago Business, Asia Inc. Hong Kong, Advertising Age, New York, and AFP, to name a few.

Shekhar has also been an entrepreneur where he brought his knowledge, creativity and passion to MyKindaSite.com, an edutainment portal for children. Within a year, MyKindaSite.com won several awards for the best education site in India and is ranked among the top 14 sites in the world for Kids' education by Time4.net, an independent UK-based firm.

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You can also visit www.sampark.com for more information.