

Mobiistar appoints Aniruddha Deb as CMO

Company Wire, August 27, 2018

Vietnamese handset brand, Mobiistar has appointed Aniruddha Deb as the Chief Marketing Officer (CMO). Earlier, he served as the vice president of integrated services at Cheil Southwest (SW) Asia headquarters where he lead Marcom for Samsung handheld products and corporate for the SW Asia region.

In the past, he has worked as Regional Business Director at Lowe, Vice President at Ogilvy and Publicis India. Deb has 16 years of experience in advertising and marketing communication across various verticals.

According to Carl Ngo, Co founder and CEO, Mobiistar, Aniruddha could be instrumental in making the company one of the top five smartphone brands in the affordable segment in India by the end of 2018.

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