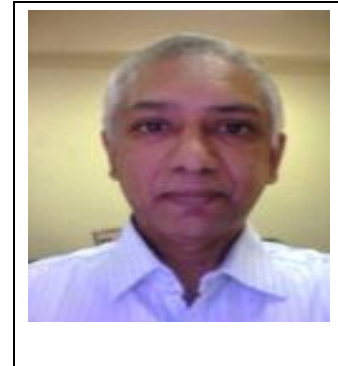


Faculty Profile



Name: **Srinivas Cheedi**

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Research Interests: Celebrity Endorsements

Education:

PGDM, Indian Institute of Management, Calcutta, 1988

B-Tech, JNT University Hyderabad, 1986

Professional Experience (Total: 29 years)

1. 2001-Date: Icfai University, Hyderabad : Director Corporate relations
2. 1998-2001: Technodyne Consulting, USA : Director Marketing
3. 1997-1998: Godrej Telecom - Head of Marketing, Sales & Service
4. 1988-1997: Godrej-GE Appliances- National Marketing