

Mr Atulit Saxena is the Chief Operating Officer - Brands of Future Brands Ltd. Futurebrands is an intellectual property rights company that manages brands as intangible assets and offers consumer insights, brand consulting and brand licensing services. At Futurebrands, his mandate is to develop brand licensing business for the company's brand properties. An MBA from University of Rajasthan, Jaipur, he has over 21 years of experience in advertising industry practice spanning strategic account planning, brand management and business operations head responsibilities. He has nurtured brands across FMCG, Apparels, Consumer Durables, Services, Healthcare and Media categories. His areas of interest and research are applied cultural anthropology, consumer marketing and the fast growing brand licensing practice. Atulit has given lectures at universities and management schools in India.