

The Story Behind the Work

Twenty-six years of building clarity — from live stages to personal brands.

📍 WHERE IT BEGAN

I didn't start in branding. I started on stages.

For over a decade, I built and produced large-scale corporate events across India and Southeast Asia — conferences, conclaves, brand launches, leadership summits. **More than a thousand live productions.** Every single one taught me something no marketing course ever could: when you have an audience in a room, you have exactly one chance to make them feel something, understand something, and leave changed.

Clarity isn't optional in that environment. **It is the entire job.**

That instinct, the need to cut through noise and communicate with precision, became the foundation of everything I do.

- Over time, the stage expanded. Founders asked me to help them articulate *who they were*, not just how they presented. Executives wanted to understand why their professional story wasn't landing the way their career deserved. Business owners needed their digital presence to reflect the quality of work they were already doing.

The questions were different. The underlying problem was always the same: **a gap between who someone truly was and how the world was seeing them.**

That gap is what I close.

What I Do Today

Through **The Chrysalis Studio**, I work with founders, executives, and senior professionals across India and internationally — helping them build personal brands that are clear, credible, and built to last.

Alongside that, I design and deliver **AI literacy programmes** for corporate teams and senior professionals navigating a workplace that is changing faster than most organisations are prepared for.

The Through-Line

Across all of it, the order has never changed:

01

Identity First

Understand who you truly are before anything else.

02

Strategy Second

Build a deliberate framework around that identity.

03

Expression Third

Communicate it with precision to the world.

"Twenty-six years in, I am more convinced than ever that the most powerful thing a professional can do is become completely, strategically clear about who they are and then learn to communicate it with precision. **Everything else follows from that.**"