



Quaero CEO **Naras Eechambadi** is an official marketing guru at CRM Guru.com and an internationally recognized author and speaker.

With a background in product development, research, analytics, consulting, management and entrepreneurship, Naras Eechambadi prides himself on seeing the forest for the trees. His ability to marry left-side and right-side thinking in marketing departments as well as whole companies has been gleaned from street-level, middle management and top floor marketing positions, as well as rigorous research and experience running his own successful marketing business. Naras' honest, direct approach brings transparency to a typically opaque, guarded or hidden practice, and his in-demand speaking engagements attest to his strength as a passionate, effective communicator who offers answers to elusive marketing concerns.

He has made it his mission to help companies build consistent marketing methodology and a unified internal language in order to unite marketing and operational concerns, and bring legitimacy, esteem and accountability to marketing practices throughout the world. In helping to reconcile positions and departments that often engage in turf wars, Naras is able to build trust among finance/accounting, IT and marketing departments, while helping countless companies to gain, grow and retain customers.

Naras was a Senior Vice President at First Union (now Wachovia) where he created its Knowledge Based Marketing Group, as well as a consultant and a co-founder of the CRM practice within McKinsey & Company. He also has served as Associate Director of Marketing Sciences for BBDO Worldwide, Vice President for new product development at The BASES Group (now ACNielsen BASES). He is author of High Performance Mar...

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Speech Topics

- ▮ Teambuilding
- ▮ Peak Performance
- ▮ Marketing
- ▮ Inspiration
- ▮ Communications
- ▮ Business Communications