



Soumita Mukherjee is an Assistant Professor in the area of Marketing. She has an MBA with Marketing Specialization from Goa Institute of Management, Bachelors in Design for National Institute of Fashion Technology (Mumbai), Ms. Soumita Mukherjee is currently a Professor (Marketing) at IILM. Her 10 years of work experience has been with Hindustan Unilever Limited as Category Manager Northern Region for Foods & beverages division, Senior Manager - Marketing with Makro (CP wholesale India) & Regional Marketing Development Manager for Fevicol Division - West Zone (Mumbai), Raymond Apparel Limited and Lifestyle International. Her teaching profile encompasses postgraduate programmes in Marketing with Industry application subjects like Managing Customer Value Brand Management, Category Management & Marketing of Services.