



Biren Mehta
Innovation Strategist

Biren heads the operational and project management side of the business. He brings a structured approach to the creative process of innovation. Biren came to Bombay Innovation Group from a 25 million dollar distribution company in the Indian FMCG space where he introduced innovation in product and service delivery systems for ITC, Unilever, Nestle, and Amul among others.

Internationally, Biren has worked as a consultant for Waleli, an innovation accelerator in the Netherlands and Yahoo! Korea in Seoul, South Korea. Biren also co-founded an online company in USA to offer e-prescriptions in an effort to eliminate commonly occurring errors in patient medications.

At Walgreens, one of the largest retail chain stores in USA, he started as a pharmacist and went on to lead pharmacy operations across multiple stores. Through such diverse experiences, he learned how to solve strategic business problems by uncovering consumer insights. He offers clients all his wealth of experience from operations, supply chain, retail and entrepreneurship, to help improve the overall profitability in any size of organization.

Biren has a MBA degree from Thunderbird School of Global Management and also holds a Bachelors degree in Pharmacy from Rutgers University. He is a firm believer in social responsibility and has spent 3 months volunteering in Peru. He enjoys travelling and calls himself an amateur photographer. Being an avid runner he has now run a total of five marathons.

Contact Biren Mehta @ +91-98205-67756 or biren@bombayinnovation.com.