



Jairaj Mashru
Innovation Strategist

As a technology, marketing and brand strategy consultant, Jai has led the way for clients in conceptualizing and commercializing strategic innovations to deliver top-line growth. He has helped identify unique opportunities for innovation and launch new products and services across several industries and geographies. His past clients include Johnson & Johnson, Merck, Pfizer, IBM, Sprint, Lucas Arts, American Express, Hilton Hotels and the United States Postal Service, among many others.

Having cultivated a global mindset for creative problem solving and acute skills to capture actionable insights from market data and user observations, Jai thrives on transforming an idea into new value added offerings. A natural team leader, he effortlessly collaborates with cross-functional and multi-cultural teams to open up new, untapped market spaces for his clients.

An early pioneer of crowdsourcing, Jai has produced several global innovation competitions to help spread the culture of innovation and sustainability. During ideation workshops among diverse groups, he plays an enthusiastic facilitator with contagious energy and passion for new ideas.

Jai received his M.B.A. from Thunderbird School of Global Management in Glendale, Arizona, USA and also holds a Bachelor's in Commerce and Diploma in Software Engineering. To fuel his creativity, Jai seeks new experiences from adventure travel, live performance arts or doing things he has never done before.

Contact Jairaj Mashru @ +91-99671-42755 or jairaj@bombayinnovation.com.