

# The Executive SearchSource

*Bloom, Gross & Associates*

## **Shabnam G. Singh Biography**

Shabnam G. Singh joined Bloom, Gross, & Associates as an Associate in February, 2006. She received her M.B.A. from the University of Chicago Graduate School of Business in 2002.

Shabnam brings eleven years of marketing experience to the firm. After earning her M.B.A., she began a career in brand management at Unilever on the brand development team for Axe Deodorant Bodyspray, helping lead the successful launch of the new variant, Touch. She worked with global counterparts, managed the package design process, and interacted with R&D. She also spearheaded the initial development of the first Limited Edition pack for the Axe brand in the U.S.

Also at Unilever on the marketing management team for Degree Deodorant, Shabnam led the complete re-design of in-store displays. She drove sampling initiatives for Degree For Men, a major launch for the brand. She collaborated with all agencies to help direct brand communication.

Shabnam started her career in advertising at Ogilvy & Mather Advertising in Bombay, India as an intern. After college, she joined DDB Chicago on the General Mills business. She also gained experience at Euro RSCG Tatham working on the Proctor & Gamble and Bayer businesses. After five years in advertising, Shabnam joined the Brand Strategy team at Blue Cross Blue Shield Association where she developed their first target analysis resulting in a major shift in target audience focus for all association communication. She also led consumer positioning work for the brand, and developed strategic guidelines to assist the 40+ Blue plans across the country maintain strong brand equity.

Shabnam enjoys languages and is fluent in both Hindi and Spanish. She received her B.A. in Advertising from the University of Illinois at Urbana-Champaign.