



## Speaker



**Sambit Lenka**

*Founder and Principal  
Bottoms Up Consulting*

Sambit is a marketing and Social Innovation professional with over 13 years of experience in For-profit corporate's and social development Organisations.

He began his career working for leading multinational companies like Ogilvy And Mather Advertising, Wrigley and Lenovo. In these stints he has been part of the Marketing and business functions and responsible for launch of some of the biggest brands in their categories in India namely Hutch, Orbit and Lenovo. He then moved to the non-profit sector and worked at ACCION, where in the Marketing and Innovation and Integrated solutions unit he worked extensively in the microfinance sector across the world before founding Bottoms Up Consulting in 2010.

At Bottoms Up Consulting he has worked with various Multi-lateral, Bi-lateral and non-profit organisations and corporates to develop various social innovation and market based solutions across varied verticals including Housing, Water, Waste Management, Healthcare and Education.

His professional interest spans across Social Innovation, Business Models for Sustainability and Scalability, Market Based Approaches, Collaborative entrepreneurship, Micro Enterprise development, Market Linkages, Value chains, Strategic Marketing, Product Development, Consumer Behaviour, Brand Building and Communication.