

Introduction to
TAM TRANSPARENCY PANEL (TTP)

Member Profiles

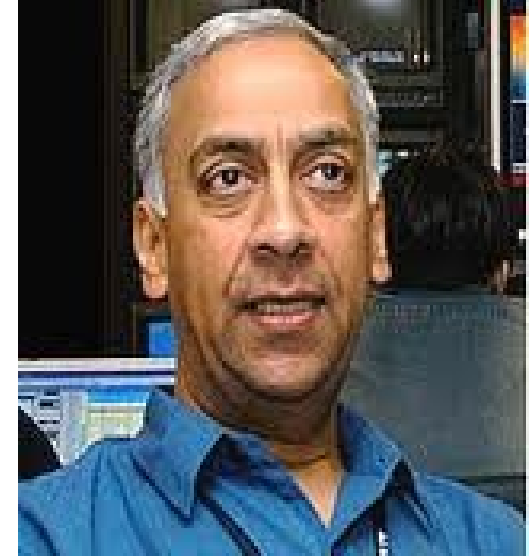
TTP panel is chaired by Mr. M Damodaran, IAS (Retd)

- Earlier, Chairman of Securities and Exchange Board of India (SEBI) in 2008, bringing improved practices to India's securities market
- Chief Secretary in 1992, the youngest ever in the country
- Joint Secretary in the Ministry of Finance, Banking Division
- In 2001, he was appointed the Chairman of UTI to restore it to health and strength, one of the most successful turnaround story in India's Financial Sector
- Was also in charge of IDBI, another of India's major financial institutions, restructuring in an innovative manner
- During his tenure at SEBI, he was elected Chairman of 80 member Emerging Markets Committee of the International Organisation of Securities Commissions (IOSCO).
- Presently he is the Chairman of a committee appointed by the Government of India for Reforming Regulatory Environment for doing business in India
- He is presently an independent consultant and corporate advisor, coach and mentor and sits on the Boards of several reputed companies



TTP panel member : Mr. Chintamani Rao

- Independent Strategic Marketing and Media Advisor
- 38 years with Lintas, Ogilvy & Mather & McCann, Broadcasting
- President, Universal McCann and President, Integrated Communications at McCann World group
- In Broadcasting, he managed and built three of India's leading News channels – India TV, TIMES NOW, ET NOW and played a significant role in policy and regulatory issues
- He was a Director of the Indian Broadcasting Foundation; a founder Director of the News Broadcasters Association; and Chairman of the Broadcast Audience Research Council
- He retired as Vice Chairman at Times Global Broadcasting and returned to advertising to lead R K Swamy Media Group as President
- Now an independent consultant, he is also a Senior Advisor with R K Swamy BBDO and as Senior Counsellor with Penn Schoen & Berland
- A noted commentator, he writes a blog, 'Take it from me...', (www.chintarao.blogspot.com) on issues in marketing and media.



TTP panel member: Mr. Giovanni Fabris

- Managing partner, Fabris Media Marketing Services
- Giovanni has more than three decades of experience in Media Research and Audience Measurement, Strategy, Optimization of Planning and Buying, ROI analyses
- Giovanni's last assignment was with McDonalds Corporation where he was International media director
- He has also spent more than a decade with advertising agencies; with Ted Bates and TBWA



TTP panel member : Mr. Ivor Millman

- Ivor has more than four decades of rich experience across media and market research and has been associated with ITV (UK) since 1977.
- Ivor has been involved in television audience measurement for more than three decades.
- He has seen and been involved in the development of JICTAR and then BARB in the UK. He was also part of the BARB Board.
- He is a frequent speaker at international fora.



TTP panel member : Mr. Praveen Tripathi

- Chief Executive, Magic9 Media & Consumer Knowledge
- B.Tech. from IIT Kanpur and PGDM from IIM Ahmedabad, Praveen has worked in brand consulting, market research, advertising and media planning
- He was involved with media research, consumer research and market modeling in MARG
- Advisory committee for IEC strategy implementation in UID Authority of India
- Involved with JIB Technical committee between 2000 to 2005
- Co-Chairman of National Consumer Classification System (NCCS) Committee
- Managing Director at Starcom India
- Strategic Planning Director, P&G, Greater China then in China
- President – Marketing & Sales Services at Pidilite Industries Limited



TTP panel member : Ms. Sheila Byfield

- Media research consultant
- Chair of the European Association of Communications Agencies Media Research Working Party
- Visiting Research Fellow at the University of Leeds
- Was Global Director - research and insights, WPP where she was the architect behind MindShare's global proprietary studies such as 3D and MindSet



Sheila has a passion for understanding the impact of social, cultural, media and technology trends and their implications for communicators. She is a frequent public speaker at industry events and has a wide range of published work.