

## The Journey of Leadership

*Ms. Anusha Shetty (Class of 1992), Cofounder and CEO of Autumn Worldwide has been listed as one among fastest rising women leaders of corporate India.*

Anusha Shetty is the co-founder & CEO of Autumn Worldwide. Anusha says "It is my personal dream and a mission at Autumn Worldwide to innovate and create new ways of understanding, connecting and engaging with every consumer".

In her current role, she is responsible for Organizational Growth, Innovations, Planning and Operations.

In the beginning, Anusha went the traditional way. Fresh out of her MBA from T. A. Pai Management Institute in Manipal (Class of 1992), she took up a role at a financial firm. However, soon she realised that finance was just not her cup of tea.

An unexpected move into advertising followed and then there was no looking back.

In 1999, she got an opportunity to head the marketing division for Euclid, a start-up in the Silicon Valley.

Even though the start-up culture wasn't as cool then as it is now, she was excited to be a part of it. She moved on an internal transfer to the Silicon Valley to lead initiatives in Marketing Communication.

In 2003, post her return from the United States, she worked for Honeywell Technology Solutions Lab, spearheading initiatives across the Asia Pacific region. However, her desire to be an entrepreneur never faded away.

Over the years, Anusha has held a number of senior management positions in the field of marketing & advertising and has served

brands like Tanishq, Intel, Titan, Unilever, Honeywell etc. and has worked in globally reputed agencies like Lowe and Euro RSCG.



*Ms. Anusha Shetty*

In 2005, her entrepreneurial spirit took over and she took a leap once and for all by starting "Autumn Worldwide", a social media & digital marketing agency in Bangalore.

Autumn started out as a brand consulting and service firm.

In early 2009, they tapped into opportunities in Social Media Marketing, and by 2011 they were a hyper-specialized digital and social media marketing company.

Autumn now works with some of India's

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largest brands including PepsiCo, Raymond, PVR Cinemas, Big Bazaar, Luminous, Himalayan Natural Water, Exide Life Insurance, USL Diageo, Freecharge and many more brands. With an employee strength of over 130 people, the agency now has offices in Mumbai, Delhi and Bangalore.

When asked about the challenges she has faced over the years, Anusha says, "In the initial days of Autumn, challenges were all related to getting the right breaks, demonstrating value & earning respect from clients. Today, challenges are people-centric. As is rightly said - 'A company is only as good as its people',

it always remains imperative that the people we hire are in sync with the organization's values."

A piece of advice from Anusha to current TAPMIans "If you have an idea, don't wait, just go try it! Don't be scared of losing or going wrong. Believe in yourself and prepare yourself for a lot of hurdles, and most of all - enjoy the ride."

Anusha is extremely grateful to TAPMI for transforming her from a naïve, inexperienced girl into an industry-ready professional.



*Ms. Anusha Shetty with her team.*