

About Shashank Nigam

Ultra Short Bio (49 words)

Shashank Nigam is a leading airline brand strategist who authors an award-winning blog on airline branding. He is a well respected speaker and columnist on the topic. His seminal whitepaper based on his airline branding model was published by Interbrand's BrandChannel.com. Visit SimpliFlying.com to learn more.



Short Bio (98 words)

Shashank Nigam is a well respected airline marketing and branding strategist referred to by branding gurus as “a future business leader to watch”. He authors an award-winning blog on airline branding at SimpliFlying.com. His seminal 6X airline branding model was first published by Interbrand's Brandchannel.com. He is currently building the world's first global Airline Brand Index based on this model.

Shashank has been sharing his pioneering methodologies through global publications and speaking engagements. He is also the contributing author of two highly acclaimed books on branding published by Wiley. Visit SimpliFlying.com to learn more.

Not-so-Short Bio (230 words)

Shashank Nigam is a leading airline marketing and branding strategist referred to by branding gurus as “a future business leader to watch”. He is the CEO of SimpliFlying, a leading international airline branding consultancy, which emerged from an award-winning blog by the same name. The blog is currently counted among the Top 100 aviation websites. Allen Adamson, MD of Landor Associates New York, refers to SimpliFlying as “a site well-respected by those in the airline industry and those interested in marketing to travelers. It's a unique blog, both in its comprehensiveness and its emphasis on airline branding.”

Based on airline case studies, Shashank developed an original airline branding model and wrote a seminal white paper detailing the model. This was published by Interbrand's BrandChannel.com in Summer 2008. Since then, he has been a regular Columnist at BrandChannel.com and has been sharing his pioneering methodologies through global publications, speaking engagements and consultancies. He is currently building the world's first global Airline Brand Index based on this model.

Shashank is the contributing author of two highly acclaimed branding books - Measuring Marketing: 103 Key Metrics Every Marketer Needs (Wiley, Fall 2006) and Magic Numbers for Sales Management (Wiley, Winter 2007). He has also written commentaries for The New Paper in Singapore for over a year.

Visit SimpliFlying.com to read more of Shashank's work and learn more about him.



Full-page Bio (550 words)

Disney's CEO Michael Eisner believes that "a brand is a living entity and it is enriched or undermined cumulatively over time, the product of a thousand small gestures." Shashank Nigam is driving the same message to airlines through his seminal efforts in airline branding.

From plane spotter to airline branding visionary

When Shashank was fifteen, his childhood fantasy of being an airline pilot was curtailed when his parents told him that it was too risky. Like a typical teen, this only fueled further his fascination with big metal birds in the sky and soon he could tell a plane's model and airline just by watching it fly overhead - within sight, of course. As he finished his business degree, he started taking deep interest in the airline business. Shashank was a certifiable aviation geek at a young age.

In college, Shashank won a couple of national and university-level branding competitions and got the opportunity to be the contributing author of two highly acclaimed books on branding - *Measuring Marketing: 103 Key Metrics Every Marketer Needs* (Wiley, Fall 2006) and *Magic Numbers for Sales Management* (Wiley, Winter 2007). This experience made him realize the true value of branding and he became a devotee.

While working in strategy in Boston in early 2008, he found himself at a loss when he couldn't find anything on the internet at the intersection of his two passions - airlines and branding. Hence, he took the initiative and started what is now an award-winning blog on airline branding - *SimpliFlying*. More than 100 articles Shashank has written have been read over 17,000 times just on his blog alone. His most popular columns remain that on "What airlines can learn from the Obama marketing machine" and a Singapore Airlines brand analysis.

SimpliFlying.com is currently counted among the Top 100 aviation websites and has received accolades from key industry influencers. Allen Adamson, the Managing Director of Landor Associates New York, refers to *SimpliFlying* as "a site well-respected by those both in the airline industry and those interested in marketing to travelers. It's a unique blog, both in its comprehensiveness and its emphasis on airline branding." Shashank himself has been referred to by branding gurus as "a future business leader to watch".

Based on airline case studies, Shashank has developed a unique 6X airline branding model and wrote a seminal white paper detailing the model. This was published by Interbrand's *BrandChannel.com* in Summer 2008. Since then, Shashank has been a regular Columnist at *BrandChannel.com* and has been sharing his pioneering methodologies through global publications, speaking engagements and consultancies. He is currently building the world's first global Airline Brand Index based on this model. He will also be leading a series of path-breaking webinars on airline marketing strategy in early 2009.

In his endeavors, Shashank has been personally mentored by branding thought leaders, and stalwarts from the airline industry, including former VPs at Singapore Airlines, Virgin Atlantic, Jet Airways and South African Airways. He seeks constant inspiration from his role models, which include Dr Mohammad Yunus, Steve Jobs, Martin Lindstrom, Sir Richard Branson and Rahul Dravid.

Shashank was born and brought up in New Delhi, spent most of his adolescent years in Singapore, and currently resides in Boston and Singapore.

Visit SimpliFlying.com to read more of Shashank's work and learn more about him.

