



# NIMESH PILLA

Innovation consultant | Brand strategist  
Executive coach | Strategic designer

## PROFILE

I am a Design Thinking expert with over 18 years of experience working with leading firms such as Future Group, Godrej Properties, KPMG, and IBM. With an architecture degree from SPA Delhi and a Master's in Strategic Design from Politecnico di Milano, I have led over 150 projects across 12 diverse sectors, specializing in service, culture, business, and experience design. Passionate about solving complex problems and cultivating a culture of innovation, I have played a key role in developing 20+ brands, coaching executives, and mentoring startups. Outside of work, I am an avid foodie, traveler, F1 enthusiast & an exhibited artist.

## CORE PROFESSIONAL FOCUS

- Enhance business operations for brands in current markets through experience audits and transformation of technology, processes, and experiences.
- Facilitate market expansion by conducting targeted market gap research and strategic positioning.
- Innovate product and service design to introduce new offerings to existing customers based on user insights.
- Launch new initiatives in emerging markets through market fitment research and strategic brand and business design.
- Develop ideal organizational cultures using Hofstede principles and empathy-driven strategies.
- Skilling organizations for Innovation
- Prepare organizations for ISO 56000 certification

## WORK EXPERIENCE- INNOVATION & STRATEGY

### KPMG INDIA

2021- PRESENT

#### Senior Advisor - Innovation

- Founded and led the innovation consulting practice within Business Consulting.
- Managed end-to-end project deliveries, engaging with clients, internal stakeholders, and vendors for optimal results.
- Contributed to KPMG's global innovation council and helped establish KPMG Kaleidoscope, the India innovation center.
- Developed KPMG India's innovation framework and global toolkit.
- Facilitated strategy workshops and delivered executive training in innovation.
- Assisted in creating the Innovation Audit Framework aligned with ISO 56000 standards.

### SERIAL ENTREPRENEUR

2014-16 & 2019- PRESENT

#### Founder | Mentor

- Co-founded Idea Art Lab, delivering solution blueprints via workshops and sprints. Was advisor to Museum of Solutions, ONDC, Titan Industries, and others; mentor to over 8 startups.
- Lead design and brand strategy consultant and trainer for Qglue & Mindescapes.
- Co-founded Vertical Performance Structures and LEAPS Technologies, achieving four patents and leading 20+ projects in steel construction.

## CONTACT

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## EDUCATION

2008 - 2009

POLITECNICO DI MILANO, MILAN

- Masters in Design Strategy with Distinction

1999 - 2005

SCHOOL OF PLANNING & ARCHITECTURE, NEW DELHI

- Bachelor of Architecture with distinction

## SKILLS

- Leadership & Entrepreneurship
- Design thinking and customer empathy
- Story telling
- Brand building
- Business Transformation
- Design & ethnographic research
- User Experience design
- Design Management
- New Product development
- Service design
- Architectural design
- Training and facilitation

## CERTIFICATIONS

- Trainer Certification in Design sprint by DSA, Berlin.
- Executive coach in Design Thinking certification by LUMA institute
- Trend Canvas Expert by Trendwatching.com
- Digital and Data Foundations - Artificial intelligence and automation issued by KPMG International

## THOUGHT LEADERSHIP

- Speaker on innovation for sustainable business futures at Gulf Food Manufacturing, Dubai.
- Design strategy mentor for the "Power of Ideas" program at IIM Ahmedabad (IIM-A).
- Jury member for the TIE Design Innovation Awards, 2016.
- Speaker and trainer for NASSCOM, FICCI, and EO.
- Visiting lecturer at over 10 top design and business colleges, including SPA Delhi and Vijayawada, NID, MICA, IIT Delhi, and IIIT Delhi.
- Advisor on "Reimagining Architectural and Design Education" at SPA Vijayawada.
- Conducted private research on consumption behaviors of Indian consumers.
- Recognized as one of the top 150 emerging artists by Lalit Kala Akademi, Delhi.

- Founded Glutme, a food tech marketplace for home chefs.
- Started Blue Sky Design for public and commissioned art curation.
- Visiting faculty and guest lecturer at 10+ universities, including SPA Delhi, NID, IIT Delhi, and IIM Ahmedabad.
- Developed my own innovation frame work and process.

### IBM IX

2016 - 2019

#### Strategic Design Lead

- Led the Design Strategy for the India IX Team, transforming digital experiences across multiple business sectors. Contributed to winning the first full brand development account and establishing the "agency on record" capability. Played a key role in refining the IBM Garage process.
- Managed end-to-end project deliveries, collaborating with clients, internal stakeholders, and vendors. This included conducting design research, co-creating solution blueprints with clients, and overseeing the UI/UX aspects of the solutions.
- Certified as an "Enterprise Design Thinking Trainer," assisting in building internal capabilities in this area.

### FUTURE IDEAS(FUTURE GROUP)

2012 - 2014

#### Design Head and Innovation Leader

- Conceived new business opportunities and drove innovation in existing service lines, including building new brands.
- Conducted consumer and design research to generate behavioural and business insights, managed design development, and monitored market responses for ongoing improvements. Created new private labels in fashion, FMCG, personal care, and processed foods, and contributed to the launch of Big Bazaar Direct.
- Led and managed collaborations with industry and institutions such as MIT Media Lab and IIM Ahmedabad's Grassroots Innovation Lab for new product discovery and development, evaluating ideas for potential development and investment.
- Headed the Future Fellowship Program.

### GODREJ PROPERTIES LIMITED

2011 - 2012

#### Dept.GM - Marketing (product / brand experience)

- Drove customer-centric innovation in new projects and enhanced the brand experience journey.
- Developed design standards and SOPs for customer experience across all brand touchpoints, improving project efficiency.
- Managed the design of three flagship residential projects for the company.
- Joined the organization as one of its youngest DGMs and was shortlisted as a Godrej Fellow.

### IDIOM DESIGN AND CONSULTING PVT.LTD.

2010 - 2011

#### Sn.Lead- Design Strategy

- Led strategic design delivery in new product development, business design, and business transformation, co-creating multiple new retail formats and spearheading the company's social design initiatives.
- Initiated SPREAD, Idiom's design outreach program, and co-created Dream:in, an internationally award-winning social design initiative.
- Contributed to the city branding team for the Commonwealth Games 2010.

**Sn Architect with multiple design firms with focus on Urban design , Commercial Architecture and Interiors**

2005- 2008

## 15 RELEVANT IMPACT CASES



Conducted ethnographic research on consumer buying patterns, developing a festival inventory synchronization system that boosted Future Group's food retail revenue by 15%. Optimized inventory for local festivals through a data-driven Consumption Panchang, aligning over 60,000 SKUs with customer needs, enhancing satisfaction and brand recognition.



Conducted ethnographic research and data beased inventory audit to Revolutionize personal care retail for Big Bazaar by doubling the SKU count to over 15,000. This initiative achieved 2.25x growth and a 60% repeat customer rate by enhancing in-store experiences and launching new personal hygiene private labels, improving customer loyalty.



Was part of core teamt for devlopment of an e-commerce model called Big Bazaar Direct, engaging over 100,000 last-mile sales agents in Tier 2 markets. Created a profitable model by leveraging local influencers to meet consumer demand for personalized service, successfully tested in two districts of Maharashtra.



Assisted ONDC in refining its B2B offering in Tier 2 and 3 markets through ethnographic immersion, leading to an agent aggregator strategy that improved user personas and identified key areas to boost transactions and support local economies.



Transformed public toilets for a client into micro hospitality experiences with women-friendly, five-star hygiene and digital access, attracting upper-middle-class users and aligning with Swachh Bharat Abhiyan.



Administered digital transformation for a major pharma company, achieving a 25% reduction in turnaround time and implementing a predictive maintenance system that resulted in a 60% decrease in maintenance issues.



Helped strategize unique line of activewear for infant development, differentiating in the kids' garment market and educating parents on the importance of specialized clothing for young children.



Supported a frozen food brand's entry into the pet food category by humanizing pet food and focusing on celebration-driven products and fresh food subscriptions.



Guided a fintech health insurer in creating a personalized ecosystem that enhanced engagement and satisfaction by integrating preventive care and direct support, establishing them as a leader in health-focused services post-pandemic.



Aided a hospital in transitioning from reactive to proactive healthcare by planning a subscription-driven preventive care model, enhancing patient experiences and participation in wellness initiatives.



Revitalized furniture sales through inventory optimization, design-as-a-service, institutional sales, and new product creation, leading to a 30% sales increase and reduced dead stock through strategic design audits and refined SKU management.



Enhanced investment experiences for novices at a mutual fund company using user-centered design based on life goals, resulting in increased conversion rates and improved satisfaction.



Fostered an innovation mindset by helping a lifestyle product company establish a Center of Excellence and skilling program, leading to 25 new patents and improved inter-departmental collaboration.



Improved employee retention for a consulting firm by identifying Gen Z needs, resulting in innovative hiring experiences and peer support systems that fostered a more appealing work environment.



Designed a service system in Odisha providing clean drinking water at 50 paise per liter, addressing waterborne diseases. Focused on behavior change to encourage healthier choices among villagers, despite costs being nearly 2-5% of their daily income.

Note: Strategic design portfolio of works is confidential. References can be shared on request.