

Education

- 2005 **MASSACHUSETTS INSTITUTE OF TECHNOLOGY**
Masters of Science in Comparative Media Studies.
100% Scholarship. Student Council Representative. Presidential Search Advisory Committee Member. MIT Art Scholar. Public Service Center's Community Connection Award recipient (2004) for *Between the Lines* – Boston's first South Asian LGBT Film Festival. GPA: 4.9/5.0.
- 2003 **BOMBAY TEACHERS' TRAINING COLLEGE, UNIVERSITY OF MUMBAI**
Bachelor of Education.
Assistant General Secretary of Student Council. Winner of Radhakishan and Nagarani Speaking Trophies and 'Best Promising Teacher Award'. First Class in Final Examination. GPA: 10/12.
- 1997 **XAVIER'S INSTITUTE OF COMMUNICATION, MUMBAI**
Postgraduate Diploma in Film and Television.
- 1996 **SYDENHAM COLLEGE, UNIVERSITY OF MUMBAI**
Bachelor of Commerce.
Management Committee Member of Public Speaking and Debating Society and The Planning Forum. Percy Anstey Extempore Speaking Award 1995. First Class in Final Examination.

Experience

- 2010-present **GODREJ INDUSTRIES**
GM – Culture Lab
I work broadly under the rubric of innovation, and my work touches upon strategy, design, HR, media and marketing, but I am primarily working on an experiment called the India Culture Lab. The Lab cross-pollinates academia, business and creativity to explore the textured nature of Indian modernity. Its output comprises conferences, salons and talks and in future, a comprehensive website.
- 2008 - present **VERVE MAGAZINE**
Editorial Director/Editor-at-Large
As Editorial Director, I spearheaded several innovations that transformed the fashion magazine into a vibrant global community. These included provocative editorial themes (Terror, Black and White), an ever-evolving design vocabulary, product placement in a hit Bollywood film (*Dostana*), regular community building events, and an enhanced web presence including social media. These activities enabled *Verve* to compete with the newly launched Indian editions of *Vogue* and *Harper's Bazaar* and hold its ground. As Editor-at-large, post September 2009, I continue to comment on global culture and events through my monthly column 'Parmesh's Viewfinder'.
- 2006-2009 **MAHINDRA & MAHINDRA**
Head – Vision and Opportunities, Incubation Lab
I helped set up and manage the venture capital initiative for the group. Some companies that I helped invest in include d.Light Design, Locamoda, Zoomin, and Cleartrip.
- 2003 – 2006 **MASSACHUSETTS INSTITUTE OF TECHNOLOGY**
Research Director, Comparative Media Studies
I helped conceptualize and manage research for the Convergence Cultures Consortium at MIT and also organized the first annual C3 conference: *Convergence 2006: There is No Box.*
Research Assistant, Comparative Media Studies
I analyzed the development of games literacy education in USA for The Education Arcade, a consortium of educators working to promote the educational use of computer/video games.
- 2001 – 2002 **SONY ENTERTAINMENT TELEVISION**
Assistant Vice President, Business Development
I helped with the strategic diversification of Sony's channel *Max* into the area of cricket and conceptualized innovative cricket properties proprietary to the channel. I also helped in the negotiation and purchase of telecast rights from different national cricket associations, and initialized the preparation of the channel's successful bid for rights of the 2003 and 2006 World Cups.
- 2000 – 2001 **FRESHLIMESODA INTERACTIVE**
Chief Executive Officer
I headed the company created to expand *Freshlimesoda* into a comprehensive youth portal.
Founder and Editor
Freshlimesoda was India's first online youth magazine. I edited the weekly updates, organized events across India to foster an online/offline community experience (poetry readings, art exhibitions, music festivals, movie screenings) and also generated media coverage for the website.
- 1999 **BOMBAY TIMES**
Copy Editor
I executed the branded relaunch of the newspaper's youth section and also edited the fashion and

- lifestyle sections.
- 1998 – 1999 **SIC PRODUCTIONS**
Assistant Film Director
 I conducted the casting of the feature film *Rockford* and assisted the film director on location.
- 1997 – 1998 **ELLE**
Features Writer
 I wrote features on cultural issues for the Indian edition of the global fashion magazine. I also styled several fashion, food and décor photo-features, and executed the premier issue of *Elle Man*.
- 1995 **METROPOLIS ON SATURDAY**
Stringer
 I wrote city based news stories and entertainment features for the paper, expanded the newspaper's youth section, and started a club for its readers.

**Publications/
 Presentations**

- Book** *Gay Bombay: Globalization, Love and (Be)Longing in Contemporary India* (New Delhi, Los Angeles, Singapore, London: Sage Publications, 2008)
- Chapters** “The Mirror Has Many Faces: Reading Identity/Representational Politics Underlying Two Seminal Indian Works on Male Same-sex Desire”, in Anandam Kavoori and Aswin Punathambekar (Eds.) *Global Bollywood*. (New York: NYU Press, 2008)
 "Mobile India: Glimpses and Opportunities" in *Mobile Nation – Creating Methodologies for Mobile Platforms*. (Toronto: Riverside Architectural Press, 2008)
- Select Presentations/
 Talks** “Documenting Culture”. Unbox Festival, Delhi, March 26, 2011.
 “Many Cultures, One Country: Perspectives on Multiculturalism from Across the World”. Asia Society ‘Asian Affairs’ Series, Mumbai. Panel Discussion, March 1, 2011.
 “The Idea of Fashion”. Khoj International Artists’ Association, Discussion, Delhi, February 10, 2011.
 “Digital Natives With a Cause?” – Thinkathon participation; event organized by Hivos and Center for Internet and Society, The Hague, Netherlands, December 6-8, 2010.
 “Eye on India”. X Media Lab, Sydney. Keynote, June 18, 2010.
 “How I Get Ideas”. X Media Lab, Auckland. Keynote, May 22, 2009.
 “Swedish Style in Mumbai: Brand X Project Kick Off”. Berghs School of Communication, Stockholm. Keynote Presentation, October 20, 2008.
 "India Rising" (Panel Discussion). Next Media – The Future of Digital Content, Banff, Canada. June 7, 2008.
 "Politics of Sexuality in Contemporary India" (Panel Presentation). MIT Program in Women's Studies, May 3, 2006. "Queering South Asia". Fourth Buffalo Gender Week (University at Buffalo – The State University of New York), September 21, 2005.
- Videos** *Quest for Home: Gay Bombay* (Documentary, 86 minutes, 2006). Writer, Editor and Director. Screened at the 'Queer Literature and Cinema – The Canadian and Indian Experience' conference (University of Pune), February 20, 2007.
Triangulation (Music video, 5 minutes, 2005). Co-director. Screened at the 'Between the Lines: Negotiating South Asian LBGT Identity' festival at MIT, April 2, 2004.
- Awards/
 Honors** TED India Fellow, 2009. Mont Blanc *Signature for Good* Award, 2009, for "contribution to the art of writing, enabling cross cultural understanding and creating enlightening written experiences that have transcended barriers". Special invitee: Mahindra Universe Senior Management Program at Harvard Business School (2007); Mahindra Bluechip Conferences, Kuala Lumpur (2007) and Mumbai (2008).