

PARMESH SHAHANI

www.parmesh.net

Education

2014 (Estimated)	UNIVERSITY OF PENNSYLVANIA <i>ANNENBERG SCHOOL FOR COMMUNICATION</i> PhD in Communication.	PHILADELPHIA, PA
2005	MASSACHUSETTS INSTITUTE OF TECHNOLOGY Masters of Science in Comparative Media Studies.	CAMBRIDGE, MA
2003	UNIVERSITY OF BOMBAY <i>BOMBAY TEACHERS' TRAINING COLLEGE</i> Bachelor of Education.	BOMBAY, INDIA
1997	XAVIER'S INSTITUTE OF COMMUNICATION Postgraduate Diploma in Film and Television.	BOMBAY, INDIA
1996	UNIVERSITY OF BOMBAY <i>SYDENHAM COLLEGE</i> Bachelor of Commerce.	BOMBAY, INDIA

Publications

Books *Gay Bombay: Globalization, Love and (Be)longing in Contemporary India*. New Delhi, Los Angeles, London, Singapore: Sage Publications (April 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 (August 2008)
 - "Mobile India: Glimpses and Opportunities" in *Mobile Nation – Creating Methodologies for Mobile Platforms*. Toronto: Riverside Architectural Press. (August 2008)

Columns Monthly column in *Verve* magazine (India) titled *Parmesh's Viewfinder*. (Ongoing.)

- Presentations*
- "How I Get Ideas". X Media Lab (Auckland, New Zealand) Keynote, May 22, 2009.
 - Swedish Style in Mumbai: Brand X Project Kick Off Keynote Presentation, Berghs School of Communication (Stockholm, Sweden), October 20, 2008.
 - "India Rising" (Panel Discussion). Next Media – The Future of Digital Content (Banff, Canada), June 7, 2008.
 - "My Brother Nikhil" (Panel Discussion Chair). 22nd Annual Boston Gay & Lesbian Film/Video Festival, May 21, 2006.
 - "Politics of Sexuality in Contemporary India" (Panel Presenter). 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 LGBT Identity' festival at MIT, April 2, 2004.

Awards/ Honors

TED India Scholar, 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 (May 2007); Mahindra Bluechip Conferences, Kuala Lumpur (2007) and Mumbai (2008)
MIT Public Service Center's Community Connection Award (2004) for *Between the Lines* – Boston's first South Asian LGBT Film Festival.
Winner of Radhakishan and Nagarani Speaking Trophies, 2002-2003 and 'Best Promising Teacher Award' 2003, Bombay Teachers' Training College.

Activities

Judge for the *Marie Claire* 'Made in India' Fashion Awards 2009.
Judge for the British Council's Fashion Entrepreneur of the Year Award, 2008.
MIT Graduate Student Council Representative (2003-2004)
MIT Presidential Search Advisory Committee Member; MIT Art Scholar (2004)

Organizer - LBGT@MIT annual Provincetown retreat (2004-2005)

Assistant General Secretary of Student Council, Bombay Teachers' Training College (2002)

Interests India, globalization, media convergence, youth culture, advertising and branding, fashion, Bollywood cinema, reality TV, entrepreneurship, online communities, mobile practices.

Experience

- 2008-present **VERVE MAGAZINE** **BOMBAY, INDIA**
Editorial Director/ Editor-at-Large
- As Editorial Director, I spearheaded several innovations to transform the magazine into a vibrant global community. Multiple touch points to reach audiences included an improved website, active presence on Twitter and Facebook, product placement in a major Bollywood film (*Dostana*), organizing live events across India and supporting external events that align with the *Verve* ethos. Provocative editorial themes and a constantly evolving design vocabulary have kept the magazine at the vanguard of the Indian lifestyle publication scene, and enabled it to fend off competition from international publications like *Vogue* and *Harper's Bazaar*.
 - As Editor-at-Large, I cover global culture and events for the magazine, based out of the US.
- 2006-2009 **MAHINDRA & MAHINDRA** **BOMBAY, INDIA**
Head – Vision and Opportunities, Incubation Lab
- Worked on new media interventions and venture capital for the group.
- 2003 – 2006 **MASSACHUSETTS INSTITUTE OF TECHNOLOGY** **CAMBRIDGE, MA**
Research Manager, Convergence Culture Consortium
- Helped conceptualize and manage research for the Convergence Culture Consortium at MIT. Organized the first annual C3 conference *Convergence 2006: There is No Box*.
- Research Assistant, Comparative Media Studies*
- Analyzed US games literacy efforts for *The Education Arcade*, a consortium of educators and business leaders working to promote the educational use of computer/video games.
- 2001 – 2002 **SONY ENTERTAINMENT TELEVISION** **BOMBAY, INDIA**
Assistant Vice President, Business Development
- Executed the strategic diversification of Sony's channel *Max* into the area of cricket and conceptualized innovative cricket properties proprietary to the channel.
 - Negotiated and purchased telecast rights from different national cricket associations. Initialized preparation of the channel's successful multi-million-dollar bid for telecast rights of the 2003 and 2006 Cricket World Cup Championships.
- 2000 – 2001 **FRESHLIMESODA INTERACTIVE** **BOMBAY, INDIA**
Chief Executive Officer
- Headed the company created to launch an innovative Indian youth portal.
- Founder and Editor*
- Created India's first online youth magazine, *Freshlimesoda*. Edited weekly updates.
 - Organized events across India to foster an online/offline community experience (poetry readings, art exhibitions, music festivals, movie screenings, etc.) and generated media coverage in India and abroad.
- 1999 **BOMBAY TIMES** **BOMBAY, INDIA**
Copy Editor
- Executed relaunch of the newspaper's youth section as *Procter and Gamble Teen Times*.
 - Handled the fashion and lifestyle beat; wrote news articles on a wide range of subjects.
- 1998 – 1999 **SIC PRODUCTIONS** **BOMBAY/HYDERABAD, INDIA**
Assistant Film Director
- Conducted principal casting of the film *Rockford* and assisted the director on location.
- 1997 – 1998 **ELLE** **BOMBAY, INDIA**
Features Writer
- Wrote features on cultural issues for the Indian edition of the French fashion magazine.
 - Styled fashion, food and décor photo-features. Executed the premier issue of *Elle Man*.
- 1995 **METROPOLIS ON SATURDAY** **BOMBAY, INDIA**
- Wrote city based news stories and entertainment features for the newspaper.
 - Expanded the newspaper's youth section; started a club and organized events for readers.