

Faculty Profile

Name: **Srinivas Cheedi**
Designation: Director – Corporate Relations, IFHE
Teaching Areas: Marketing
Research Interests: Celebrity Endorsements
Education: PGDM, Indian Institute of Management, Calcutta, 1988
B-Tech, JNT University Hyderabad, 1986



Professional Experience (24 Years)

1. Since 2001: IFHE, IBS Hyderabad
2. 1998-2001: Technodyne Consulting, USA
3. 1988-1998: Godrej-GE Appliances, Mumbai