



BIO

Sanjeev Vyas, Program Manager, PSP-One India/Abt Associates

Mr. Sanjeev Vyas is a Program Director with PSP-One. He has over 18 years of experience in marketing and communications. He has been with PSP-One since 2005 and was the Program Director on the PACT-CRH ORS and Complete Home Diarrhea Program. His areas of interest include health partnerships with the private sector and developing innovative health strategies. Before working on PSP-One, Mr. Vyas worked at Contract Advertising where he grew to be Associate Vice President and worked on several top national and global brands. Further projects included work with PSI and UNICEF.

Mr. Vyas started his career with a stint in the Army, and joined Contract advertising (a part of J. Walter Thompson group) in 1990 as a Management Trainee after completing his post-graduate degree in advertising from the Indian Institute of Mass Communication. While there, he was awarded the PRSI gold medal for graduating at the top of his class. Sanjeev was awarded the prestigious 'Leaders of Tomorrow' award by Association of Agency Professionals in 1997. Sanjeev holds an MBA degree from the Symbiosis Management Institute.