



BIO

Anand Sinha, Chief of Party, PSP-*One* India/Abt Associates

Anand Sinha is currently the Chief of Party for Abt Associates and leads the USAID funded Private Sector Partnerships-*One* project (PSP-*One*) in India. He has over 12 years experience in areas related to social marketing, behaviour change communication and private sector strategies and partnerships. He started his career working on a community forestry project in Orissa and then moved to the Indian Market Research Bureau to do social and market research. His exposure to international health started in 1998 when he joined the Futures Group working on the SOMARC project and subsequently was the Strategic Planning Director for the Commercial Market Strategies project (CMS). His areas of interest include establishing health networks, rural marketing, and exploring and adapting marketing innovations for health.