

Mihir is a strategic communications and brand management expert, a public policy professional, and a photographer. With over eight years of professional experience, he currently leads the outreach team at The Council. He holds an MBA in Communications Management from MICA and an undergraduate degree in Mass Media from Bombay University.

Since 2014, Mihir has been responsible for designing communication strategy, strengthening the brand, and ensuring effective dissemination of research outputs to key stakeholders at The Council. He has contributed to positioning CEEW as a leading think-tank and played a critical role in promoting CEEW research, in the run up to and during the historic COP21 climate negotiations. He is continuously improving communication processes, testing new communication ideas, and mentoring young researchers at The Council.

Prior to joining The Council, he worked with the Commissionerate of Information, Government of Gujarat, and the Gujarat State Disaster Management Authority for three years as a Communications Consultant. During this tenure, he led a team of 10 experts and coordinated with nearly 30 state departments to effectively implement over 80 integrated brand campaigns positioning Gujarat as a leading state. He also presented a digital communications strategy to the Chief Minister of Gujarat and elected members of the state legislative assembly. In 2013, he worked as a consultant for UNICEF India, documenting on-ground projects and promoting child rights.

Mihir has also provided communication inputs to other multilateral organisations, international NGOs, and corporations such as UNDP (Barbados and the OECS), UN Multimedia Asia, 21st Century African Youth Movement, Titan Industries, and BIG 92.7 FM. His areas of professional expertise include development communication, campaign planning, digital communication, branding and media strategy, documentation, and advocacy.

Mihir loves reading non-fiction, watching world cinema, listening to jazz, and hiking. He currently lives in Hong Kong.