

ACG appoints Alexander Robertson as new CMO

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ACG Group, the world's only integrated offering end-to-end manufacturing solutions for the pharmaceutical industry has announced the appointment of Alexander Robertson as the new Chief Marketing Officer for the Group.

In his role, Robertson will be responsible for continuing to drive ACG's marketing initiatives and current growth across the group's global focus markets. He will be based at the company's Mumbai head office.

With more than two decades rich experience across the spectrum of B2B and B2C marketing, branding communication, design and advertising, Robertson is a true brand specialist. He has worked for global agencies including Ogilvy & Mather, Brand Union and most recently held the position of Executive Creative Director at Landor in Mumbai.

He takes over from Peter Neve, who has decided to move back to his home country following three successful years at ACG.

On Alex's appointment as ACG's new Chief Marketing Officer, Mr. Karan Singh, MD, ACG, said, "We are very excited to have Alex on board. With his rich experience in narrating successful brand stories, we are confident that ACG will chart newer heights under his leadership. I also wish to thank Peter Neve, who helped ACG create a new identity and will be remembered for his work on OneACG."