



SANJIV MEHAN

- Fashion & Management Leader • Educator
- Strategic Business Professional

Seasoned fashion and management professional with over 40 years of leadership experience across the domestic and international fashion industry. An MBA from the Faculty of Management Studies, University of Delhi, with senior leadership experience spanning CEO, Managing Director and Vice President roles, including full P&L responsibility.

40+ Years Leadership Experience	Senior Leadership CEO • MD • VP	Academic Leadership Professor of Practice	Industry + Academia Fashion • Strategy • Marketing
---	---	---	---

Executive Profile

A cross-functional leader combining business leadership, fashion industry expertise, brand building, marketing, merchandising, manufacturing and academic practice. His career reflects experience in driving growth and profitability in competitive markets while translating industry knowledge into management education.

Current Academic & Leadership Roles

- Professor of Practice — Department of Management Studies, PIET, Samalkha.
- Head of Department — Bachelors of Fashion and Apparel Design (BFAD), PIET, Samalkha.
- Additional Dean - Outreach — PIET.
- Chairman of Outreach—TAI, Delhi.

Teaching & Academic Expertise

Teaches Business Strategy, AI in Digital Marketing, International Marketing, Apparel Merchandising and Marketing, and related management and fashion subjects. He has also taught at NIFT, Pearl Academy, Amity University, GD Goenka University and Graphic Era University, and has served as an external jury member for postgraduate fashion programmes at leading institutions.

Industry Leadership

Role	Organisation / Brand	Scope
Co-founder & CEO	iloveshe and Idealism	Co-founded and led western-wear brand initiatives.
CEO & Chief Representative	Lee Cooper India / China	Senior leadership role spanning business operations and representation.
Vice President	Cantabil Retail India Ltd.	Marketing, Sales & Manufacturing leadership.
Head of Marketing & Communications	Numero Uno	Led marketing and communications responsibilities.
Head of Merchandising & Manufacturing	Ritu Kumar	Led merchandising and manufacturing functions.
Consultant	Brand Nimble, Ginni Filaments Ltd.	Provided consulting support to brand initiatives.

Education & Professional Credentials

- MBA in Marketing — Faculty of Management Studies (FMS), University of Delhi.
- B.Text in Textiles — TIT, Bhiwani.
- Certificate in Retail Management — ISB, Hyderabad.
- PGDBA in Finance — SCDL.
- FCT — NIFT, Delhi.
- Six Sigma Black Belt.
- Certificate in Advanced Digital Marketing — Purdue University.
- Qualified Independent Director.
- Currently pursuing CFA.

Industry, Research & Knowledge Contribution

- Published research in the Journal of Textiles (JTA).
- Contributed as a panelist in industry forums.
- Served as an external jury member for postgraduate fashion programmes.
- Brings industry-led perspective into management and fashion education.

Core Areas of Expertise

Business Strategy & Leadership	Fashion & Apparel Management	Marketing & Brand Management	Retail & Merchandising	Sales & Manufacturing
International Marketing	AI in Digital Marketing	Academic & Institutional Leadership	Industry-Academia Engagement	P&L; & Business Growth

Personal Note

An avid swimmer, Sanjiv hopes to undertake long-distance swimming for causes such as environmental preservation.