



Peeyush Dubey

Chief Marketing Officer, Tech Mahindra

Peeyush Dubey is the Chief Marketing Officer at Tech Mahindra and leads the global marketing charter for the company. With nearly 25 years of experience in marketing communications, digital marketing, and B2B marketing, Peeyush is passionate about enhancing stakeholder confidence in the brand and reducing friction to sales.

Peeyush brings a wealth of experience in strategic leadership and marketing within the tech industry. Peeyush's approach to marketing transformation is based on the holistic framework of 'brand-demand-expand', which involves creating compelling value propositions, influencing key decision-makers, generating high-quality demand, and expanding customer relationships. He has successfully implemented this framework across multiple geographies and industries and built global brands that stand out in the market. He leverages the power of modern marketing technologies to design and execute integrated campaigns that deliver measurable business outcomes. He thrives on learning about the emerging trends and best practices in marketing and inspiring a high-performance team with a shared vision and values.

Prior to joining Tech Mahindra, he held the role of Chief Marketing Officer at MathCo. He has also served as Executive Vice President and CMO at LTI and contributed significantly to companies like Mindtree and Infosys in various leadership capacities.

Peeyush holds an MBA from ICFAI Business School and has a degree in Executive Education-Leadership from the University of Michigan.