

MBA - Faculty Profile



Prof. Kumail Kirmani

Pursuing PhD

Assistant Professor

SCMS-PG DSU

Brief Profile

Prof. S. M. Kumail Kirmani is a marketing professor and an entrepreneur with over 17 years of experience in sales, strategic marketing, and brand building.

An alumnus of IIM Calcutta, Prof Kirmani is currently pursuing his PhD in Marketing and integrates academic rigor with practical industry insights.

He is the Founder of Wise Owl Edu, Co-Founder of Begum's Authentic Hyderabad Kitchen, and the visionary behind Brands of Bangalore.

As a digital marketing expert, he champions experiential learning and case-based pedagogy. Awarded by NDTV's Icons of Bharat in 2022, he mentors aspiring entrepreneurs and business leaders through education, innovation, and strategic guidance. He is also a Business Coach appointed by Business Blasters, India's largest entrepreneurial funding program initiated by Govt of Delhi.

Teaching

- Marketing Management, Consumer Behavior & Market Research, Entrepreneurship

Awards & Achievements

- Icons of Bharat Award by NDTV 2022.
- Graphy Top 50 Education Influencer by Unacademy
- Business Coach at Business Blasters – India's Largest Entrepreneurship Mentoring program by Govt. of Delhi

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