

Khushboo Benani

Professor of Practice, MICA – The School of Ideas

Khushboo Benani is a Culture Marketing and Partnerships specialist with over 22 years of experience building brands that earn their place in popular culture. Across a distinguished career spanning global and emerging markets, she has led the convergence of brand strategy by forging partnerships with artists, communities, and cultural movements that give brands genuine resonance and talkability. At the helm of global culture marketing for Johnnie Walker based in Amsterdam, she has shaped how a legacy brand stays creatively relevant while moving fluidly between limited edition drops, global press strategy, bartender communities, and artist collaborations to build both cultural meaning and commercial impact.

Prior to her global role, Khushboo served as Head of Content, Influencer Marketing and Brand Advocacy at Diageo India, where she built the function from the ground up. Under her leadership, the division became a core growth engine for Diageo India's brand-building agenda by establishing a network of 200+ celebrities and content creators engaged in long term partnerships, a benchmark approach for dark-market brand credibility. She has also held senior leadership roles in PR and influencer marketing at Reliance Brands, and in corporate communications at Reliance MediaWorks, alongside an early career in agency PR at Torque Communications.

A champion of progressive, culture-forward marketing, Khushboo's work has been recognised on the world stage - her music campaign *Errata at 88*, developed for Johnnie Walker in Brazil, won a Grand Prix at Cannes Lions 2024. She brings to MICA a rare combination of global brand experience, cultural intelligence, and practitioner insight across both consumer and luxury lifestyle categories.

Khushboo holds an MBA from Gujarat University and contributes to curriculum development at MICA in the areas of Brand Management and Strategic Marketing Communication.