



Akash Agrawal

Top web3 Voice on LinkedIn | Growth Strategist & Brand Builder | web3, Metaverse, NFT Advisor & Speaker | x Sony, Nike, Walmart | Indian School of Business (ISB) |

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Over two decades in senior leaderships roles

- **Sony:** Led India's flagship business managing US\$ three digit million PnL , drove product development, brand management and Marketing. Orchestrated two major turnarounds to achieve a No.1 market position.
- **Nike:** As Country Marketing Head, managed Nike's marketing, brand strategy, PR, Athlete Engagement, and Retail Communications. Served as Nike Brand Custodian for the country.
- **Walmart:** Played a key role in Walmart's India strategy, pioneering the Electronics business from inception. Formed strategic alliances with over 60 global and local brands, driving early operational successes in the country
- **Present:** I consult C-suite executives across consumer, retail and tech to drive growth. As a Web3 consultant, I specialize in the creation and execution of strategies, empowering businesses to harness the benefits of decentralized technologies for enhanced innovation and sustainable growth.



Available in

- English
- Spanish
- German
- Portuguese

Services:

Consulting
Speaking
Web3 Masterclass

www.metawrkx.com

metawrkx

Expertise

- Helping business leaders and organizations build skills and capacity for web3
- NFTs and Metaverse strategy development
- Competitive Strategy, Product Positioning, Brand Management

Education

- Global Exec. MBA – Strategy and Leadership - ISB
- MBA (Marketing)

Certifications:

- Wharton: Competitive Marketing Strategy
- Kellogg: Strategic Crisis Management
- Kellogg: Ethics & Executive Leadership
- Univ. Of Illinois: Digital Mktg and Analytics