



Alumnus of the Week

Name: Kush Unadkat

Year of Completion: 2013

Programme of Study: Business Management

Job Title: New Business and Marketing

Employer: Dentsu Aegis Network (OP CO – Carat Enterprise)

What you liked about Hertfordshire Business School?

The whole environment of the Business school is amazing. Looking back on it now, everything was there for me. The whole experience there being a student was great. I listen to fellow graduates from other universities and all of them seemed to be in awe of my experience. The nightlife we had was a million times better and trust me being near London also helps. I think the key point is the continuous investment into facilities and resources ultimately can only be good and I really appreciated it.

What you do in your job?

My job is quite varied which is great. I am involved in research and preparations for pitches for new business and clients that are in the financial services and technological B2B space as well as handling leading the development and strategies of the marketing activities. That's our speciality, being the only B2B media agency that marries vertical specialism with the scale and resources of a global media network.

Whom you would like to connect with in the Alumni Network?


I would like to connect to everyone (including Batman) and would be happy to help answer any questions.

Contact Details

Email: kush.unadkat@caratenterprise.com

LinkedIn: <https://uk.linkedin.com/in/kushunadkat>

Twitter: [@KayDotU](https://twitter.com/KayDotU)

 Hertfordshire Business School Alumni Network

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Please email hbsalumni@herts.ac.uk if you have any candidate(s) for Alumnus of the week

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