

Quote by Nilaya Varma, Co-Founder and CEO, Primus Partners

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## Primus Partners appoints Mohan Doifode as managing director for its Middle East practice

*Primus Partners has appointed Mohan Doifode as Managing Director for its Middle East operations, based in Dubai and Riyadh. With over 25 years of experience, including roles at Deloitte and founding Meraki Global, Doifode will spearhead the firm's growth strategy in the GCC. His expertise in strategy, transformation, and public policy will enhance client engagement and consulting services across the region, reinforcing Primus Partners' international expansion.*

Authored by Sreeradha Basu



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Management consulting firm Primus Partners has appointed Mohan Doifode managing director, Primus Strategic Management Consulting LLC, strengthening the firm's leadership team and reinforcing its commitment to expanding its presence across the Middle East region.

Based in Dubai and Riyadh, Doifode will lead Primus Partners' growth strategy in the GCC market, deepen client engagement across sectors, and drive the firm's consulting offerings in strategy, transformation, public policy, and management advisory services.

Doifode brings over 25 years of experience spanning strategy, management consulting, business transformation, and leadership roles across India and the Middle East. Prior to joining Primus Partners, he served as Director (Consulting) at Deloitte India and later founded Meraki Global, advising clients across the GCC region. He also served as a Colonel in the Indian Army.

An alumnus of IIT Bombay (M.Tech. in Microelectronics) and Harvard Business School, Doifode has worked extensively with public and private sector organizations, helping them navigate growth, innovation, and organisational transformation.

Nilaya Varma, Co-founder and Group CEO, Primus Partners, said in a statement: "The GCC region is emerging as a global hub for innovation, investment, and economic transformation. As Primus Partners continues to strengthen its presence in international markets, Mohan's experience in building and scaling consulting engagements across the Middle East will be instrumental in deepening our regional relationships and delivering greater value to clients."