

SPEAKER PROFILE



Kushal Sanghvi
Business Head
Reliance Entertainment and Digital



Delegate Registration

Kushal is every bit the Digital Evangelist. A penchant for advertising, media and communications has driven him to this industry where he has thrived at since the last 19 years.

A large part of his innings has been with new media and technology. He sees New Media as an integral part of brand expansion. Globally and across Asia, his stint with iconic companies such as Fremantle, Havas Media, The Times of India Group, Concept Group has led to unparalleled intelligence in Digital thereby creating marketing success stories for those brands.

At his capacity as Managing Director, South Asia at Havas Digital which he founded, he also led the company for its social media across a committee that was headquartered at Paris.

He has also essayed roles in Print, Television, OOH, Content and the invention of wireless and telephony revenue for the pioneering show 'Indian Idol' for Sony Television. Having worked with over 400 brands in his career till now he always willing to learn more and that's what keeps him going daily.

Being a creative thinker with a passion for creating products, platforms and solutions his most poignant creation being the inception of Rediff.com as a founder member, a tipping point in his graph.

An MBA from NMIMS, he loves playing mentor and terms people management as a stepping stone to achieve targets and has been an active guest lecturer in leading institutes across India: IIM, IIT, NMIMS, SP Jain, MICA, Symbiosis etc.

He is recipient of numerous awards locally and internationally in the domain of advertising, marketing, media, digital and technology and has been voted by various tabloids, publications, media like E4m and Campaign as being among the top 10 digital marketers in the country. Afaqs has featured him as among the top 50 newsmakers in media in 2014.

Kushal is a regular speaker at various digital and marketing events and platforms such as FICCI, IAMAI, Ad Club, Afaqs, E4M, TFMA, NASSCOM to name a few where he loves to champion the cause of new media and garner new talent into this industry. He is also on the board of various industry forums in India and globally and recently in 2014 was one of the only 2 Indians to speak at Websummit, which is the largest digital marketing festivals in the world that attracts over 30,000 people.

Currently, he is looking after Digital Marketing for Reliance ADA Group and is in the process of creating a digital marketing firm for them that will look at companies such as HUL, Cadburys, Pepsi to name a few.