

CEO – US Advertising & Co-Founder *Butterscotchmango*



A Trusted Business Advisor, leveraging close to 24 years of big four consulting experience between KPMG & EY, focusing on Marketing Optimisation and Media & Entertainment sector.

As a Partner in KPMG and his 22 year tenure in EY :

- **His clients cut across various industries** – FMCG, Consumer Goods / Durables, Telecom, Automobile, Ecommerce, Financial Services, Oil & Gas, Alcohol, Foods, Media & Entertainment and Government of India.
- **Projects executed in Global Markets** – **US, Europe** (Belgium, Russia) & **Asia-Pacific Region - Middle East** (Dubai, Qatar), **South Asia** (Sri Lanka, Bangladesh, Nepal), **South East Asia** (Singapore, Malaysia, Indonesia, Philippines, Cambodia) **East Asia** (China, Hong Kong, South Korea & Taiwan).
- **Solution Development** : Marketing Optimisation Reviews, Media Audits, Tools to track Billed v/s Aired efficiency, Marketing Procurement including all types of sponsorship evaluation, Digital Strategy & Spend Optimisation, Agency Pitch Management, Pre-plan & Post-Plan reviews, Creative Cost Assurance, Celebrity Contract Due Diligence, OOH Planning & Monitoring & Revenue Enhancement Strategic Reviews
- Successful in identifying a minimum **5% of marketing spends** as Wastages / Savings from each project

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Core Competencies:



Educational Qualifications

- ✓ MBA, Marketing
- ✓ ATC from ICAI
- ✓ Diploma in Digital Marketing
- ✓ Six Sigma Green Belt
- ✓ Certificate on
 - Oracle 8 with Developer 2000
 - Administering Microsoft Windows NT Server

Marketing function from Advertiser's POV

- i. Strategize, Plan, Buy, Implement and Measure
- ii. Strategic Cost Reduction Initiatives for better ROI



Tracking Health of Advertiser-Agency Relationships

- i. Contract Design, Structure and Compliance
- ii. Specialized Marketing spends reviews:
 - Assurance – Has the activity been delivered as planned
 - Efficiency – Delivering higher efficiency through optimization
- iii. Compensation Modelling for all kind of marketing agencies



Agency Operations

- i. Strategic Inputs for planning, buying and implementation of traditional Media, Creative, Out of Home, Digital, Activations & Promotions etc.



Media & Entertainment Sector

- i. Broadcasting, Publication, OOH, Digital & other media
- ii. Internal Audits at Broadcasters, Publications & other media houses
- iii. Revenue Enhancement
- iv. Royalty and licensing management



- Media & Entertainment Industry tools like – BARC, TAM, IRS, Digital Tools like ComScore & Radian6
- Dealer, Channel & reseller supplier reviews
- Digital Marketing Strategy & Optimisation Reviews
- Analytics & Tool Development
- Advertising Revenue Augmentation for Central & State Government
- Information System Audits - Software Licensing compliance
- Forensic Reviews

