



International Jury



RISHI JAITLY

Vice President, Media Partnerships, APAC, Twitter

Rishi Jaitly is responsible for leading media partnerships throughout the Asia-Pacific region. Prior to this role, he led Twitter's market development efforts in India and Southeast Asia. Previously, he led public-private partnerships in India for Google, and served as an aide to then CEO Eric Schmidt. Earlier, he was a director at both the Knight Foundation and College Summit, and the founder and executive director of Michigan Corps and Kiva Detroit. Rishi earned a Bachelor's degree

from Princeton and is a winner of the University's Class of 1901 Medal. He is also a former Trustee of Princeton University. **Twitter Handle: @rsjaitly**



NANCY FRATES

Inspirational Speaker and ALS Advocate & Certified Buyers Representative Team Leader, Keller Williams Realty.

Nancy has worked tirelessly for ALS awareness since her son, Peter, was diagnosed in 2012 with it, the disease is commonly known as Lou Gherig's disease. Pete is the inspiration behind the Ice Bucket Challenge, the viral fundraising phenomenon that has raised more than \$140 million for ALS in 2014. Apart from being an ALS advocate, she also has over a decade of successful real estate experience. Recognized for her consistent high level of production, Nancy holds the Certified Buyers' Agent designation and keeps up to date on changing market conditions

and knows how to successfully market and sell North Shore homes. A Boston College graduate, Nancy is a lifelong resident of Beverly, Massachusetts and has been a successful entrepreneur in the community and active in many local business, civic and parish organizations for many years. **Twitter Handle:**

@momfrates



SUNIL TANDON

Chief Marketing Officer, Videocon Group

Sunil leads the marketing initiatives of the diverse Videocon group that embraces electronics, telecommunications, d2h, online shopping, hotels and oil exploration and refineries. Sunil is a big believer in events and integrated marketing initiatives and has led Videocon's marketing initiatives in cricket, football and cinema sponsorships. Prior to Videocon, Sunil has served as Regional Manager of DHL Worldwide Express.



SUMIT SAWHNEY

Country CEO and Managing Director- Renault India Operations

Sumit joined the India operations of Groupe Renault in September 2012 as Executive Director Sales and Marketing. In 2013, he was appointed as Country CEO and Managing Director for Renault India Operations. His key responsibility is to lead the group operations and activities of upstream and offshore entities in the Country, as well as make functional decisions and achieve the growth plans outlined for India, which plays a significant role in the expansion strategy of Groupe Renault. Sumit has been instrumental in establishing the Renault brand in India and setting the company on a growth trajectory. In March 2016, Renault ranked number

5 in India's automobile industry and posted a growth of 157% in the first quarter of 2016 under Sumit's leadership. Under his leadership, the brand has consistently set new benchmarks in the Indian automotive industry. These include the most recent launch of Renault's global car for conquest – Renault KWID, which has garnered more than 1 lakh bookings, Renault Duster's position as one of the top selling SUVs in the country, and establishing Renault India as a well-respected brand among customers and industry experts alike.



VIJAY BHAT

Transitions Coach, Roots & Wings / Cancer Awakens

Vijay is a Mumbai-based specialist in Strategy consulting / facilitation, CEO coaching and leadership development. Since 2004, he has worked with top leaders and teams in blue-chip organisations, both in India and overseas. Previously, Vijay spent 21 years with Ogilvy & Mather in national, regional and global roles, including as Regional Strategy Director on Ogilvy's Asia-Pacific Board. Vijay is also active as a cancer-coach, based on his personal encounter with colon-cancer in 2001.

Describing himself as a 'cancer-thriver', Vijay has co-authored 'My Cancer Is Me: The Journey from Illness to Wholeness', published in 2013. **Twitter Handle:** @CancerAwakens



VIKRAM SAKHUJA

Group CEO Madison Media & OOH at Madison World

Vikram Sakhujia is an engineer from IIT Delhi and an MBA from IIM Calcutta. With over 28 years across media, brand marketing and marketing research, Vikram has a conviction on how marketing grows brands. He is GroupM's Global Strategic Development Officer, with a remit of driving data and technology deeper into the media practice. He has sat on several industry bodies including ASCI, ABC, RSCI, BARC, JICs & FICCI's marketing committee. His career highlights include setting up

India's first Media AOR, starting India's first afternoon soap opera, most new brand launches during P&G's and Coca-Cola's start-up phase in India, pioneering a series of researches in India including BASES, Conversion Model, a Purchase Retail Audit and Consumption Panel; and being part of the leadership team that shaped GroupM into becoming India's largest, most integrated and most awarded one-stop shop for marketing Investment. **Twitter Handle:** @VikramSakhujia



ROGIER VAN DER HEIDE

Artistic Director, Amsterdam Lights Festival

Rogier is a designer in the public and commercial realm. Until August 2014 he was Vice President and Chief Design Officer of Philips Lighting. He then became Chief Design & Marketing Officer of Zumtobel Group in Austria. He has 20 years of experience in engaging, inspiring, three-dimensional design that fuses light, image projection, and architecture and product design to create memorable, authentic experiences around the world. Until 2010, he was Director with Arup

and the Global Leader of Arup Lighting. In that role, he has been responsible for innovative, creative and well-executed projects all over the world. **Twitter Handle:** @rogiervdheide



PATRICK ROUBROEKS

Creative Director, Partner and Founder, Xsaga

Patrick studied courses such as 'Production for Television' and 'Executive Producer' at the Media Academy in Hilversum, which he successfully completed. He also participated at a Management course 'Een verandering vooruit' (A change ahead) at Krauthammer International. After his internship at the NOS department 'sing and dance', he continued working there to build a career as NOS Editor Producer and then as Events Executive Producer at IDTV Arts. He was responsible for more than 100 highly rewarded cultural and journalistic television programmes. After a few years he specialized in

the creation and realisation of live television programming. Many of these programmes were broadcasted throughout Europe by the EBU. In recent years as a partner and founder at Xsaga, he stages the clients brand messages during special events such as anniversaries, concerts, award ceremonies, openings, receptions, promotions and campaigns in a distinctive manner. **Twitter Handle:** @XsagaNu



SANTIAGO CORRADA

President & CEO, Tampa Bay

Corrada is known for his local experience, management skills, industry knowledge, collaboration expertise and overall leadership ability as well as for his passion for Tampa Bay. He served as chief of staff for two Mayors and helped attract the Republican National Convention and Super Bowl XLIII during that tenure before making the jump over to Tampa's official marketing agency. He is focused on building Tampa's international reputation and posture. Santiago loves India.

Twitter Handle: @VisitTampaBay



M.K ANAND

CEO and MD, Times Network

Anand is the Managing Director & CEO of India's leading English TV Network Times Network with the leading TV channels - TIMES NOW, ET NOW, Zoom, MOVIES NOW, MN+ MOVIES NOW2 and ROMEDY NOW. With over 25 years of rich experience in the media & entertainment business, MK Anand is one of the most respected CEOs in the Indian media industry. Over the years, he has worked across all formats - Print, Broadcast and Digital - , thus having deep domain knowledge. Anand is a Times Group stalwart and has a combined experience of working with the group for over two decades. He first spent 14 years with the print business and later with television broadcasting. On the print side, Anand built the Classifieds products in the '90s and later was instrumental in devising the Maximiser, the centrepiece of the Times Group Ad Pricing strategy at that time. He joined UTV Global Broadcasting in 2009 as Chief Executive Officer following which he was the Managing Director of Disney UTV Media Networks in February 2012. The Disney UTV Network saw huge growth under Anand's guidance and leadership. Anand returned to Times Network in his current role in February 2014 and since then the Network has seen spectacular growth in all areas. Besides TIMES NOW which has been market leader for 7 years, ET NOW, MOVIES NOW and Romedy NOW have risen up the charts in the last two years and are No.1 in their respective genres making Times Network a unique collection of market leaders focused on the top of the Indian audience pyramid.



SANJEEV HANDA

Vice President and Head of Marketing, Maruti Suzuki India Ltd.

Sanjeev is Vice President and Head of Marketing, Maruti Suzuki India Ltd. In his existing role as VP Sanjeev spearheads the planning and strategy for all present and future products in Maruti Suzuki's portfolio. In his near nine years with Maruti Suzuki, he has coordinated and developed strategies for the launch of power brands in Maruti Suzuki's portfolio – Swift Diesel, Maruti SX4, Swift Dzire, Gypsy, Grand Vitara and Kizashi. Prior to his spell with Maruti Suzuki, Sanjeev worked in the advertising industry with JWT, McCann Erickson and TBWA where he formulated communication strategies for brands like Hero Honda, Microsoft, Xerox, General Motors, Benkiser, Bank of America, and planned numerous new products launches across all categories.



ROHIT GOPAKUMAR

Chief Operating Officer, Optimal Media Solutions (Times Group)

The Times Group had brought on board Rohit Gopakumar as COO Optimal Media Solution as the business head for all advertising revenue in 2013 for the South Asia region. He leads a team of 25 news and entertainment sales staff in three offices across India, and manages the existing portfolio of products as well as advises on strategic new business opportunities in the news and entertainment category in the region. Prior to this, Gopakumar was VP, South Asia for BBC Advertising. Based in Mumbai, he was responsible for generating local and international sales revenues for BBC's TV and online products, including BBC World News, BBC.com, and mobile, LonelyPlanet.com, Worldwide Channels and Global Brands. Although India was his primary region, his geographic responsibility also included Nepal, Sri Lanka and Pakistan. He has over 20+ years' experience in the media industry, including at The Times of India, Star India Pvt. Ltd, NDTV Media Ltd and Aidem Ventures.



D D PURKAYASTHA

Managing Director & CEO, ABP Pvt Ltd, Chairman, INFOCOM

Purkayastha oversees strategy and operations of the ABP Group. He is a Cost and Management Accountant and has spent 37 years in the Media Industry. He is also the Chairman of INFOCOM, the country's largest ICT exposition. He is regarded as a veteran in the IT Industry in India and is on the Board of ANN (ABP News Network Private Ltd), the Broadcasting Company of ABP News, ABP Ananda and ABP Majha News Channels. Under his leadership ABP has grown to be the largest reached News Media of the country. He has also led ABP to be the most diversified Media Company of the country. He is also on the Board of WAN-IFRA, the largest Association of Newspaper companies having 18000 members worldwide and is the Special Advisor to the President. He is on the Board of International Newsmedia Association (INMA), the world's leading provider of global best practices for news media companies looking to grow revenue, audience, and brand amid profound market change. INMA has more than 6,000 members in 80+ countries. Mr. Purkayastha is also the President of INMA South Asia. **Twitter Handle: @purki1947**



Amish Tripathi

Author of the Shiva trilogy

Described as 'India's first literary popstar' by world-renowned film director Shekhar Kapur, Amish's unique combination of crackling story-telling, religious symbolism and profound philosophies has made him an overnight publishing phenomenon, with spiritual guru Deepak Chopra hailing Amish's books as 'archetypal and stirring'. Amish's 4 books till now — *The Immortals of Meluha* (2010), *The Secret of the Nagas* (2011) and *The Oath of the Vayuputras* (2013), which collectively comprise the Shiva Trilogy and *Scion of Ikshvaku* (Part 1 of the Ram Chandra Series) (2015) — have over 3.5 million copies in

print with gross retail sales of over Rs 100 crores. His books have been translated into 17 Indian and International languages. The Shiva Trilogy is the fastest selling book series in Indian history. *Scion of Ikshvaku*, the first book of the Ram Chandra Series, was the highest selling book of 2015. His notable accolades include:

Forbes Magazine has listed Amish amongst the 100 most influential celebrities in India, four years in a row; Received the Society Young Achievers Award for literature; Man of the Year by Radio City; Communicator of the Year by PR Council of India; Pride of India Award (Literature); Provoke Lifestyle Award for Literature; Selected as an Eisenhower Fellow, a prestigious American programme for outstanding leaders from around the world. Amish is a graduate of IIM-Calcutta and worked for 14 years in the financial services industry before turning to full-time writing.
