



EEMAX GLOBAL CONCLAVE & AWARDS 2016

17 – 18 October 2016 | Hotel Sahara Star, Mumbai

SPEAKER PROFILES



Chris Weil, Chairman and CEO, Momentum Worldwide

Chris Weil was named Chairman/CEO of Momentum Worldwide and a member of the McCann Worldgroup Board of Directors in 2003. In his 18 years with Momentum, Chris has led the company to become the world's first, most-awarded and largest brand experience agency in the advertising and marketing business. Momentum's success has been built around one simple yet

revolutionary belief—it's not what brands say, it's what they do that matters. From 2001-2003, Chris moved to London to serve as Regional Director for Momentum Europe/Middle East and Africa, leading the European network. Previously, he was President of Momentum New York where he also led the global American Express account team. Under Weil's leadership, Momentum has won multiple Agency of the Year honors concurrently across 10 countries and has achieved double-digit growth year-over-year. In 2007 he coined the term "Phygital"—describing in a single word the inseparable physical and digital worlds where all brand experiences lie. On his watch, Momentum became the first truly Phygital agency. In 2012, Chris became the first non-traditional advertising agency executive—and the youngest ever elected—to serve as Chairman of the American Association of Advertising Agencies' (4A's), serving a two-

year term. During that time he was instrumental in launching the organization's High School Initiative, and in 2015 Chris was named Chairman of the High School Initiative Board. In that role he works closely with the first two New York public schools to offer comprehensive, specific vocational training for advertising and media careers—helping hundreds of students graduate with the skills and experience to join the advertising and marketing worlds. Chris lives with his wife and two daughters in New York and New Orleans. He goes on Twitter by [@ChrisWeil](#)



Luke D'Arcy, President, UK, Momentum Worldwide

Luke has been a marketing professional for the past 18 years. He re-joined Momentum in 2010 as a member of its European Board and was promoted to the global role of Chief Growth Officer in 2011, and to the global board as Chief Marketing Officer in 2013. He has been a key leader in delivering agency business wins including *Verizon, Diageo, U.S. Postal Service, Unilever, GoDaddy, United Airlines* and beyond. In 2009 he joined Virgin

to help Sir Richard Branson launch the *Virgin F1* brand globally. 2006 saw Luke become a partner of leading global agency, *Iris Worldwide*. In 2003 D'Arcy first joined Momentum as Marketing Director, helping the agency grow its profile and new business performance nationally and internationally with wins like *Bacardi, BMW MINI, Kraft* and *Intel*. D'Arcy sits on the 4A's New Business Committee, has been nominated as an agency innovator by *The Internationalist* in 2014 and is also an international industry speaker. He goes on Twitter by [@momomentsUK](#)



Sudhanshu Vats, Group CEO, Viacom 18 Media Pvt. Ltd.

Sudhanshu consolidates the individual as well as collective strengths of Viacom18's businesses. In just the last couple of years he has successfully steered the group into a profitable growth phase while expanding the channel network, driving content-led cinema and monetising ecosystems to leverage the power of OneViacom18. Sudhanshu also leads industry thinking and brings a fresh

perspective to the Media & Entertainment sector as Chairman, CII National Media and Entertainment Committee (Confederation of Indian Industry). He is on [@Sudhanshu_Vats](#) on Twitter



Rishi Jaitly, Vice President, Media Partnerships, APAC

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. Rishi is [@rsjaitly](#) on Twitter.



Sandeep Aggarwal, Founder, ShopClues & Droom

Sandeep is a serial entrepreneur, angel investor, internet visionary and philanthropist. He is widely regarded as the father of marketplaces in the Indian Internet ecosystem - having founded ShopClues in 2011 - India's first managed marketplace, which became 5th Unicorn in Consumer Internet in India & Droom in 2014 - India's first marketplace for automobiles. Sandeep is

passionate about Digitizing India through mentoring startups, especially on entrepreneurship traits and skills. Sandeep has an MBA from Washington University in St. Louis and holds a US patent. Sandeep is [@sandeepagg](#) on Twitter



GURSIMRANJEET KHAMBA, AIB

AIB is one of India's funniest and edgiest comedy collective. Consisting of comedians Rohan Joshi, Tanmay Bhat, Gursimran Khamba and Ashish Shukla, the collective has revolutionized comedy content in India. They started with India's first ever and most heard comedy podcast, then went on to become the biggest independent creator on YouTube with over 1.6 million subscribers. With an average viewership of 2 million per video. They followed it

up by hosting the country's first ever roast, AIB Knockout gaining nearly 10 million views within three days. In 2015, they did the first ever news comedy show '**On Air With AIB**' that was seen on digital as well as prime time television. AIB also rolled out its new advertising wing,

Vigyapanti which focuses on small brands and start-ups and also unveiled their brand new writer's residency training program with AIB First Draft for aspiring writers. AIB belongs to an emerging group of digital crusaders advocating the cause of net neutrality in India. They have over 173 million views on their YouTube channel and over 6 million followers on Facebook, Twitter and Instagram. A few of their most watched videos are Alia Bhatt Genius of the Year, Every Bollywood Party Song and their Honest Series. He goes on Facebook as **Gursimranjeet Khamba**



ASHISH PATIL, Vice President, Yash Raj Films

Currently serving as the Vice President at Yash Raj Films for the youth films division. This division makes motion pictures and original digital content of the youth, by the youth, for the youth. Ashish has written and produced web-series 'Bang Baaja Bhaaraat', 'Man's World done with Richard Curtis & United Nations, India's first transgender band, 6-Pack Band & a collection of short films titled Love Shots as well as three feature films which include 'Mere Dad Ki Maruti'. Also being the Head of Talent Management for YRF that handles all endorsements, events, films for the

likes of Anushka Sharma, Ranveer Singh, Parineeti Chopra, Arjun Kapoor, Ayushmann Khurrana, Saqib Saleem, Rhea Chakraborty, Rani Mukherjee among many others. Prior to taking the reins as Vice President at Yash Raj Films, Patil was at Viacom 18 as the senior vice-president - new ventures and general manager - youth movies. Patil started his career in 1992 as a copywriter in advertising; thereafter, he went to a business school to major in marketing. In 1994, Patil joined Lowe Lintas India (formerly known as SSC&B Lintas) in account planning and strategy. His stint with Lintas lasted for almost four years. The turning point in his career came in 1998, when Patil joined MTV, and continued there for a good 12 years. He started in the marketing section at MTV, especially in divisions such as consumer, trade, and sponsorship. **Twitter Handle: [@patilashish](#)**



SATYA RAGHAVAN, Head of Content, Youtube

Satya Raghavan is Head of Content Operations at YouTube India. In the past, Satya has served as Head of Consumer Marketing at MSN India. He was a co-founder of 'Just Another Magazine' (JAM) and also co-founded SkoolShop, a school supplies business. He has held leadership roles in Sales, Marketing & Investments in companies like Star TV, Coca-Cola, Microsoft & Helion Ventures. Mr. Raghavan joined STAR in 2004; while there, he looked after STAR Plus exclusively in the beginning. Later, he was made responsible for the Hindi channels of the STAR bouquet and later still, for the marketing

of all the STAR channels. Prior to STAR, he was the brand manager for Pillsbury. An MBA from Harvard Business School, Satya has over 16 years of work experience across Broadcast Media, FMCG, Internet and Venture Capital & Entrepreneurship. **Twitter Handle: [@satyarags](#)**



KARTHIKEYA SHARMA, Managing Director, Pro-Sportify & ITV Media Network

Karthikeya is an Indian business executive and entrepreneur. He is the managing director of ITV Media network, an umbrella company that runs several television, print and online media in India such as India News & NewsX. In a short span of time, India News Hindi Channel of the network, has emerged as a leader in the most competitive genre, winning the trust of the Hindi News viewers. The regional channels of iTV Network, India News Uttar Pradesh, India News Madhya Pradesh & Chhattisgarh and India News Haryana have further

strengthened the channel's dominance in these Hindi speaking regions. In 2015, Sharma set up '*Pro Sportify*' with Ashish Chadha, CEO of the Sporty Solutionz, a company that runs the Pro Wrestling League. Kartikeya is an Oxford graduate with Masters in Business Administration from King's College, London. **Twitter Handle: [@Kartikeya_iTV](https://twitter.com/Kartikeya_iTV)**



ARNAB GOSWAMI, Managing Editor in Chief, Times Now & ET Now

Arnab Goswami is an Indian journalist who is the Editor in Chief and News anchor of the Indian news channel Times Now. He is an important contributor to the rise of the Times Now news channel since its launch in January 2006. His show The Newshour is aired at 9 pm (IST) with live news coverage. Arnab Goswami also hosts a special television program called 'Frankly Speaking with Arnab', which has featured eminent personalities. Arnab is a recipient of a number of awards for his journalistic ability. Before joining NDTV in 1995 Arnab

Goswami started his career in "The Telegraph" in Calcutta, which was for a stint that lasted less than a year. He later shifted his career in TV news broadcast with NDTV 24x7 in 1995, where he anchored daily newscasts and reporting for News Tonight a programme telecast on DD Metro. Later as the news editor, he was part of NDTV's core team during the transition from programme producer to the 24-hour mode in 1998. He hosted the *Newshour* show every weeknight. *Newshour* was the longest running news analysis shown on any channel (1998–2003). As a Senior Editor with NDTV 24x7, he was responsible for the overall editorial content of the channel. **Twitter Handle: [@arnabtimesnow](https://twitter.com/arnabtimesnow)**



SHREYANSH PANDEY, Creative Producer, The Viral Fever

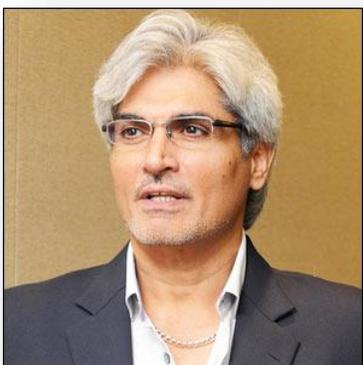
Shreyansh is the creative producer of the online digital entertainment channel 'The Viral Fever' (TVF). TVF is India's Premium Online Entertainment Network, owned and operated by 'The Viral Fever Group'. They cover topics such as Indian politics, movies, lifestyle, social concepts, etc in their videos. As of September 2016, TVF has close to 2 million subscribers on YouTube with two hundred twenty-five million views. Shreyansh has passed out from Indian Institute of Technology, Varanasi with a degree in Bachelor of Technology (B.Tech.)



MICHAEL MENEZES, Chairman, Showtime

After spending the first five years of his career in the corporate world, the entrepreneurial drive kicked Michael and he launched Maadhyam Advertising in December 1979. Positioned as a boutique advertising agency, Maadhyam acquired a position of repute for itself, with a roster of blue chips clients including DLF, Hero Honda, Eicher and KLM. Two decades after having founded his advertising agency, Michael decided to venture into something different yet relevant. This was a time when the live experience industry was just about beginning to find its feet. And Showtime was born, with a first-of-its-kind 33-city laser launch of the Hero Honda Street motorcycle in 1997! Michael is also the founder President of EEMA India, which is India's premier association of events and

entertainment companies in India. With over 35 years of brand-building experience in advertising, communication and experiential marketing, Michael oversees the strategic and tactical vision of the Showtime Group. His passion for perfection and his unflinching attention to detail is what drives Showtime's never-ending quest for quality in everything it does. And this is ably reflected in the trust that clients like DLF, CII, BMW and Castrol (to name but a few) constantly repose in Showtime. **Twitter Handle: @MMichaelMenezes**



HARINDRA SINGH, Chairman and Managing Director, Percept Limited

Harindra Singh is the Chairman & Managing Director of Percept Limited, a leading entertainment, media and communications conglomerate, with a team of over 700 people across 42 offices in India and the Middle East. He laid the foundation of the country's largest and one of its kind entertainment, media and communications group on January 2, 1984 when 'Percept' came into being as a full service advertising agency. Having begun his career in 1980 at Interads, one of the top 10 advertising agencies then, he rose swiftly up the ranks to the post of Regional Manager. Backed

by a Bachelors' Degree in Science, a Diploma in Hotel Management as well as Advertising & Public Relations, Harindra today, is regarded as one of the thought leaders in the field of entertainment, media & marketing communications. Harindra is also instrumental in setting up 'Percept Live', the new Live Entertainment division at Percept encompassing a range of innovative Intellectual Properties in the Entertainment, Sports, Fashion, Digital and Media space including Sunburn, Bollyboom, Windsong, FLY, Fight Night and Champions of the World.



ANURAG BATRA, Managing Director, Business World

Anurag Batra is a serial entrepreneur, media mogul, a journalist and an eternal optimist rolled into one. He is a B. Tech in Computer Sciences, a degree, which he acquired before joining Management Development Institute MDI Gurgaon (Now its Gurugram), one of India's leading Business School. Since taking over Business World, Mr. Batra has expanded Business World into digital, events and BW communities and has taken into its fold www.digitalmarket.asia, a leading website on digital marketing, www.everythingexperiential.com India's leading experiential marketing website and launch BW Hotelier in

partnership with hotelier international. BW Smart Cities an editorial platform in a 360 degree format is to be launched in mid February 2015. Mr. Batra is building the BW Business World business aggressively. Mr. Batra also founded the exchange4media group and he serves as the Chairman and Editor-in-Chief of exchange4media group which includes exchange4media.com – India's leading media industry website, PITCH – India's only Advertising, Marketing and Media Magazine, IMPACT – The Marketing Weekly, Franchisee Plus – Business Opportunity Magazine, Realty Plus – India's leading monthly real estate magazine and samachar4media.com/ – leading media industry website in Hindi. Mr. Batra is also appointed by Government of India as the Chairman of an industry committee formed to come up with a vocational training framework for the media, communication and entertainment industry.

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



SABBAS JOSEPH, Founder Director, Wizcraft International Entertainment

Sabbas, one of the founder directors of Wizcraft International Entertainment has been actively involved with media from the beginning of his career. A master's degree holder in political science from St. Xavier's College, Mumbai; Wiz Sabbas went on to study journalism at the Xavier's Institute of Communications, Mumbai. His professional career includes a stint in journalism heading the editorial teams for major newspapers. As director of Wizcraft International Entertainment, Wiz Sabbas Joseph has spearheaded and managed several events for the company. He has more than 20 years of hands-on experience in the business of

entertainment, event management and promotions. He has been associated with some of the best events that India has witnessed in the past two decades. These include, the 50 years of Indian Independence celebrations, The Michael Jackson concert, The Indian Millennium celebrations amongst

several others. Wizcraft has been a part of some of the most successful international brand launches in the country and India visits of leading international dignitaries have been handled by Mr. Joseph and his team. Mr. Joseph is today recognized as a leading thinker in the field of unconventional media. He is also an active member of the entertainment committees of CII, FICCI and president of the Event and Entertainment Management Association of India (EEMA) etc. **Twitter Handle: [@wizsabbas](#)**