

# HARSH SHAH

## TRANSFORMING BUSINESSES DIGITALLY

### PERSONAL PROFILE

Retro Bollywood music enthusiast. Movie ninja. On a permanent quest for the perfect cup of masala chai. Reluctant sneaker-head. I recently led digital transformation across the Wunderman Thompson Group in India.

In my previous capacity as Managing Partner & President West for Dentsu Webchutney/Dentsu Creative I led people, business, relationships with clients across the country to deliver world class creative solutions. Winner of 20 Cannes Lions (yup, no casual way to say it even on paper :))

### SKILLSET

Setting strategic direction for business | Driving Innovation | Enabling businesses Digitally | Audience Insights and Analytics | Effective creativity | Content Strategy & Design | Product Development | Content Analysis and Strategy | Budgeting | Marketing and Sales | Strategy | Digital PR | Campaign Management | Process Development | Business Development | Relationship Management

### HIGHLIGHTS

#### Leading an agency-wide transformation | WT South Asia | 2023

Driving 100% growth in digital revenue for a classic legacy agency with digital revenues up to 25% of the total revenue.

#### Business Growth | Dentsu Webchutney Pvt Ltd | 2017-2022

Drove 230% growth in revenue and 300% growth in new business at Dentsu Webchutney.

60%, 65%, and 70% growth in subsequent years.

Drove \$2 Mn in media spending so far. Taking creative agencies like Dentsu India and Taproot to a more digitally aligned path.

#### Cannes Lions, One Show and Spikes Asia | Dentsu Webchutney Pvt Ltd | 2017-2022

We won more than 20 Cannes Lions and awards at One Show Spikes Asia for our project with RSVP Films for Uri - The Surgical Strike, Mission Torrents, Thappad, and The Unfiltered History Tour with the coveted Agency of the year.

#### Digital Content Strategy for 92.7 Big FM | RBNL | 2015-2016

Pivotal in nationwide content consolidation and content planning. Led Rebranding campaign for Big FM on digital and radio.

Drove 40% growth in digital spending for Radio clients.

#### Product & Business Design for Zee5 Audio | RBNL | 2016

Part of the core team to design the product and business model for the OTT platform.

### ACADEMIC BACKGROUND

#### Mumbai University

Bachelor of Engineering - IT | 2008

### REFERENCES

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Yatin Gupta +91 99538 85470

Pankaj Dikholkar +41 79 644 17 40

### WORK HISTORY

#### CDO / Managing Partner | 2023 - 2024

VML | WUNDERMAN THOMPSON SOUTH ASIA

- Leading digital transformation wrt services, people and internal processes for Wunderman Thompson South Asia.
- Responsible to activate the network strength to provide bespoke innovative solutions for brands.
- Led the increase in digital revenue from 12% to 25% in just 10 months.
- Leading a \$3.5 mn PnL for VML - West building teams across capabilities.
- Driving VML's global vision for erstwhile WT and VMLYnR as a horizontal partner for brands across marketing and business requirements.

#### Managing Partner / President - West | 2017 - 2023

DENTSU WEBCHUTNEY PVT LTD - DENTSU CREATIVE

- Driving business and operations for Webchutney across geographies.
- Lias with all other DAN agencies to provide integrated solutions to brands panning across content, digital media, ATL and BTL.
- Drive revenue worth \$7 mn with a YoY growth of +60%.
- Solve marketing challenges for brands using performance marketing, innovation and data-led decision-making to drive business impact.
- Lead brand strategies and innovation including audience planning, media planning and creative execution.

#### Digital Lead - Brands & Products | 2015 - 2017

RELiance BROADCAST NETWORK LTD

- Responsible for Digital Marketing strategies of the Radio and TV Business.
- Designed and implemented a content-led Digital and social communication matrix for 92.7 Big FM, Big Magic and Big Ganga.
- Pivotal in planning content strategy on-air as well as online; covering brand objectives, consumer insights and brand positioning.
- Drew a mobile marketing strategy for Big Ganga, factoring in the TG and mobile penetration in Bihar and Jharkhand, currently in action.

#### Chief Manager, Digital Marketing | 2015 - 2015

ABBOTT HEALTHCARE

- Entrusted with the responsibility of creating Digital properties for Doctors, Young Doctors and Patients.

#### Client Services Director | 2010 - 2015

DENTSU WEBCHUTNEY PVT LTD

- Create content, digital, strategy/way forward encompassing social, mobile, and content parallels for clients across various domains.
- Led Content Strategies and integrated projects for brands like HUL, Wipro, Marico, Zydus Flipkart and eBay. Ensuring return on investment (ROI) and brand objectives.
- Scaled the BU 5X its original size based on net revenue.

#### Software Engineer | 2008 - 2010

ATOS ORIGIN (ATOS)

- Worked closely with international marketing groups (NA & WE) and digital agencies for Pampers to integrate digital initiatives on the Pampers website.