



DR. SANDEEP GOYAL

Dr. Sandeep Goyal is an advertising & media veteran with over 36 years in the business.

He got his Honors in English Literature (with a gold medal) from Panjab University, Chandigarh. He did his MBA, and then many years later, his Doctorate from FMS, Delhi. Goyal is also an alumnus of the prestigious OPM program of Harvard Business School.

Goyal started his career in advertising with HTA, now Wunderman Thompson. Then worked at Trikaya Grey and DDB Mudra before going on to become President of Rediffusion DY&R at age 35. Goyal launched the Airtel brand at Rediffusion, guiding it to No. 1 position in the telecom business. He was also responsible for communication of brands such as Maruti Suzuki, Colgate, Citibank, Eveready, Tata and many others. Post that, he became Group CEO of Zee Telefilms, then India's only listed media company.

In 2003, Goyal turned entrepreneur signing a JV with Dentsu Inc. of Japan, the world's single largest ad agency, for India and the Middle East. The agency grew very quickly into a Rs. 1200 crore business, with more than 500 professional employees. At Dentsu, Goyal launched and handled brands like Toyota, Honda, Suzuki, Canon, Panasonic ... Airtel, Raymond's, Tata, Taj Hotels, Tata Tea ... Swissair, Thomas Cook and more. In 2011, Goyal sold his 26% equity stake in the JV.

Since 2012, Goyal has pioneered mobile advertising in India, building his company Mogae Media into a market leader. He co-owns the 24*7 food TV channel FoodFood with celebrity chef Sanjeev Kapoor. Recently, Goyal has set up the Indian Institute of Human Brands (IIHB), a think tank on celebrity studies. He also chairs the Forum for Ethical Use of Data (FEUD). He is currently Chairman of the Snapchat India Advisory Board.

Goyal has been on the Global Councils of National Academy of Television Arts & Sciences (NATAS); Museum of Television & Radio, New York; and Marché International des Programmes de Télévision (MIP TV). Goyal has been on the governing bodies of the Advertising Agencies Association of India (AAAI), the Indian Broadcasting Foundation (IBF), the Media Research Users Council (MRUC), the Advertising Standards Council of India (ASCI) and other industry bodies.

Goyal was the first Indian juror on the Global Emmy Awards, and has graced the juries of many other prestigious awards in India, and globally. Goyal is a prolific writer. He writes signature columns for Business India (Honest to God), Business Standard (Yes, But...), The New Indian Express (Here's The Pitch), Business World (Fifty-Fifty), blogs for Campaign, an agony aunt column for exchange4media and guest columns for ET Brand Equity, Mint, First Post, The Print, Free Press Journal and others.

He has authored six books including *The Dum Dum Bullet* published by Penguin in 2004, *Konjo – The Fighting Spirit* published by Harper Collins in 2014 and *Japan Made Easy*, which was released recently.

Sandeep is married to Tanya, also an MBA. They have one daughter, Carol, who is a lawyer by training. The Goyals live in Mumbai.