

**CHIEF COMMERCIAL OFFICER,
Truecaller
Stockholm, Sweden // July 2013 (present)**

**CHIEF OPERATIONS OFFICER
Havas Media (MPG Active)**
Gurgaon, India // Jan 2012 to June 2013

**HEAD OF MARKETING OPERATIONS
Aircel Limited**
Gurgaon, India // July 2006 to Dec 2012

**HEAD BRAND COMMUNICATIONS
Vodafone India**
Chennai, India // Aug 2003 to June 2006



Kari Krishnamurthy

The responsibility of handing and listening to a robust and loving community of over 300 million spread across different countries and continents is the purpose that drive me every day to step into my role with anticipation and excitement. Never a dull moment in this space. And, an opportunity to work with talents from all over the world and culture makes me realise the special space I am in and the accountability I need to hold and be held, internally.

As the brands Chief Commercial Officer, I don the hat of key roles spanning,

- Consumer Brand Marketing
- Public Relations
- Public Affairs & Government Relations
- New Product Initiatives
- Business Development and Industry Partnerships

I am proud to be leading a highly motivated team of 30 plus leaders who handle the above roles with strong belief and ownership which each of these units deserve. In this journey spanning close to a decade, my single proudest moment is our ability to attract special talents from top tier brands.

Fulfilling the aspirations of our community and the team, has made us embark on the journey of delivering high quality works. And, be aware that my achievements are a simple sum of my teams deliverables.

Brand Marketing: Creating and delivering high performance campaigns across the globe with clear measurement of success for each and every work that goes out of our stable. Investments crossing multi-million dollars are handled with extreme diligence by the team with very high standards.

Public Relations: A smooth and cordial relations with media fraternity. Hands-on when the fracas of crisis management seeps through. Holding fort with a strong message / narrative during great and trying times.

Public Affairs: A clear idea and mandate to partner with different government and their agencies in markets where our growth is at its prime. Cultivate programs that has substance for government partnerships.

New Product Initiatives: An exciting portfolio to work with and creating the next billion users and help the company pivot itself into spaces that are growth drivers.

Business Development: Strong presence and integration with the worlds top 5 smartphone brands and telecom service providers to drive the brands inorganic growth.