



ABOUT ME

20 years of experience in creating benchmarks, reinventing brands, sales and marketing strategies, innovations in ad sales, winning teams, robust work culture and innovative solutions while creating digital integrations to make brands future ready.

Extensive work on multiple business segments & clients via conceptualisation & creating solutions, strategies, activations, consumer & brand specific engagement programs, key account management and ad sales.

Developed new markets & categories while delivering 100%+ YOY growth through 360 degree integrated ad sales, multi-pronged increase in market shares, 400+ solutions, launching new categories worth INR 300 Cr+, managing IP's,

Strategy planning & implementation for a complete turnaround of GeM by strengthening social media, website management, sanitisation, marketing strategy, content revamp, digital & partnerships.

Hands on experience in creating brand activations, user connect programs, brand promotions, tie-up's and CRM activities.

PRO SKILLS

Advertising Sales	
Brand Solutions	
Marketing Strategy	
Website Management	
Business Strategy	
Lead Generation	
Events & Brand Activations	
Advertising & Communication	
Key Account Management	
CRM & Brand Promotions	
Channel Management	
Turnaround Strategies	

Connect

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RAVI POPLI

MARKETING | BRAND SOLUTIONS | ADVERTISING SALES

THRUST AREAS

- Creating Brand Solutions
- Brand Engagement Programmes
- Integrated Advertising Sales
- Digital Strategies
- Products / Category Launches
- Creating IP's
- Strategic Planning
- Communication & Advertising
- Website Management
- Events & Activations
- Product and Market Development
- Channel Management Strategizing
- Brand and Social Activations
- Social Media & Content Strategies
- Reader Connect Activations
- Key Account Management
- Customer Relationship Management
- Turnaround Strategies: Pan India
- Pricing and Inventory Management
- Brand Marketing and Promotions

MAJOR ASSIGNMENTS

- **Govt e Marketplace(GeM):** Re-launch strategy & 3 year marketing plan rollout
- **Global Media Practices:** Laid a 10 year futuristic road map on best practices
- **Market Turnarounds:** Revenue & market shares (Chandigarh, Dehradun, Jaipur)
- **Brand repositioning:** For GeM (Reengineered content, partnerships & strategies)
- **Delhi Times What's Hot:** From Tabloid to Broadsheet: Repositioning & Profitability
- **GeM Social Media Ranking:** Established & strengthen position from 30th to No. 1
- **IP's created:** GeM Samvaad, GeM Shining Stars, GeM Yoga Day & Environment Day
- **Reconfigured UI / UX for GeM:** Uplifted overall user experience & interface
- **Intellect Commerce:** Entire product revamp, sales & marketing plan - global reach
- **Account Based Marketing:** Across Europe, Asia, Africa, Australia and Middle East
- **Pricing Management:** Modernised, automated & Inventory enabled pricing
- **Ad Sales Leadership:** In Real Estate, Education, Media, Sports, Health & Entt.
- **Intellect Edge:** First ever, consolidated Newsletter across LOB's at Intellect

KEY STRENGTHS

Strategic Thinking	Leadership	Visionary	Collaboration
Creativity	Persuasion	Business Analysis	Adaptability
Enablement	Coaching	Analytical	OTT Approach
Decisiveness	Work Ethics	Emotional Intelligence	Competitiveness

EDUCATION

- Master's in Business Administration (Faculty of Management Studies, 2004-2007)
- Post-Graduation in Marketing Management (Times School of Marketing, 1999-2000)
- B. Com (Hons), (Delhi University, Guru Gobind Singh College of Commerce, 1996-1999)

HIGHLIGHTS

- Year 2002: Making The Times of India leader in Real Estate space
- Year 2004: Leading the first ever integration of Print, Mobile & Digital businesses
- Year 2006: Turned around Northern markets & achieved market leadership
- Year 2008: Project in charge to launch Times Info-line
- Year 2010: Formalised & led 'Innovations', 'Created Business' via 360 degree media
- Year 2012: Brand turnaround for Delhi Times What's Hot (Tabloid to Broadsheet)
- Year 2014: Sales leadership position via 100% market share ever across any category
- Year 2016: More than 400 solutions & First ever profitable activation at Kumbh
- Year 2019: Launched SAMVAAD, biggest ever on ground activation for GeM
- Year 2020: Made Government e marketplace achieve No. 1 spot on Digital Media

Work Experience

Assistant Vice President, Global Brand Marketing, Intellect Design Arena

Year 2020

- Recreating the overall Brand Architect
- Launched "Intellect Edge", a quarterly newsletter
- 'Account Based Marketing', globally
- Global Marketing: Intellect Commerce
- Setting vision, long & short term brand objectives
- Redesigning product & website design & structure
- Creating communication, brand & sales strategy
- Conceptualised refurbished communication strategy
- Lead generation program (worth \$ 1 Million) already in
- Virtual Events across India, SEA, Africa and Middle East

Head of Marketing, Government e Marketplace (GeM)

Year 2019 - 20

- Brand turnaround, re-worked brand positioning
- Established GeM as a leading government portal
- Positioned GeM as most active & engaging project
- Social media rankings up from late 30's to top 5
- All India Buyer & Seller programme: Samvaad
- High engagement & result driven activations
- Activations with Delhi Police, Army, Banks
- Engaged Ministry & Departments via Activations
- Occasions: World Yoga Day, Environment Day
- Cabinet Minister's attention & engagement
- Personal tweeting from his handle
- Appreciation from other ministers
- 100% growth in the GMV (35000 Cr)
- 30,000+ sellers added in a quarter
- Attained the No. 1 rankings on the Social Media
- 100% increase in signing of the MOU's
- 40%+ growth in vendor registrations
- 200+ Seminars, Forums, Buyer meets, pan India
- Strategic partnerships
- Website Content, UI and UX reengineering
- Strategic and tactical campaigns
- Invigorating seminars
- Consumer engagement programs
- Digital campaigns (Static and Video based)

Head - Brand Solutions and Marketing, DB Corp Limited

Year 2016 - 19

- 400+ solutions within 2.5 years (Through activations, consumer-connect, engagement driven ideas & innovations)
- Solutions based on identifying need gaps, out of the box ideas, meeting objectives
- Paradigm shift through vision & thought process among the sales team. Concepts created across brands, such as:
 - ❖ Kisan Mela for Escorts
 - ❖ Dengue pe Vaar for All Out
 - ❖ Travel Stories for JK Tyres
 - ❖ Quit India Challenge for Nicotex
 - ❖ Gang of Dusters for Renault
 - ❖ Hunt for Smart Kid for Relaxo
 - ❖ Golf Clinocs for Hero Moto Corp
 - ❖ Kitchen Queen series for Glen
 - ❖ Treasure Hunt for Hero Motors
 - ❖ Release D Pressure for Nissan
 - Nari Pratibimb for Kent RO
 - Brand Activation @ Kumbh 2019
 - Asli Yodha Series for Tata Ace
 - Style Icons Content for Red Tape
 - Dental Heroes activation for Dabur
 - Proram activations for Doordarshan
 - Rajasthan Ke Asli Heros for Hero
 - Wall of Change initiative for Nissan
 - Selfie Marathon Challenge for Vivo
 - Chai Pe Charcha for Marvel Tea
 - Reach Out Program for Sofy
 - Tyre Fir Toh Gaadi Hit for JK Tyres
 - Bhaskar Intelligence Test for FIIT JEE
 - Joy of Success for BMW
 - Power of Belief Activation for Volvo
 - Explore Your City Activation for Uber
 - Miss Confident Contest for Torque
 - Super Chef for Nestle Maggi
 - Dil Ki Baat for Nestle
 - Express Yourself for Airtel

Business Head (Media, Entertainment & Sports) @ 'The Times of India'

Year 2012 - 16

- Revenues worth Rs. 80 Cr+ with clients like Paytm, Google, Discovery, Zee, Radio Mirchi. Dish, Daredevils, Kabbadi League
- Key Achievements: 1st ever innovations: Google Glasses & Doodles, Don 2, PAYTM, NDTV, RNGM Golf & Radio Concerts
- Record 100% multimedia deals: Including Print, Radio, Television, Online with biggest being worth Rs. 6 cr+
- Events & Activations: Radio One, Indian Kabaddi League, IPL (Delhi Daredevils)

Brand Head: Delhi Times 'What's Hot', Business Head Airlines

Year 2009 - 12

- Led the **repositioning** process from Tabloid to Broadsheet, increased revenue from Rs. 6 Cr to Rs. 15 Cr in 1 yr
- Key Achievements: **First ever Road Block** with Frito Lays on World Cup (Best ever innovation award)
- **Major Innovations:** BMW, Samsung, Pepsi, Pizza Hut, DLF, Airtel, Reebok, DT Shopping & Theatre Festivals
- Strategically **realigned edit** for increasing reader connect, pick-ability, managed profitability
- Revenues = Rs. 40 Cr, **100% market share**, 50% growth, Clients: Lufthansa, British Airways, Westin, Meridian, Air France

Other Highlights @ 'The Times Group'

Year 2000 - 09

- Led the New product launches including: **Mobile Gateways | Info-line | My Times | Innovations | Community Connect**
- Launched on ground events like Job Fair, Education Fair, Wedding Fair, Auto Shows, Real Estate based events
- Part of the National Strategy Team & SBU to synergies & maximise Group's strength. Was part of the team since inception
- Handled all aspects ranging from Pricing, Product, New Launches, Channel management, Promotions & Advertising
- Turned around markets like Chandigarh, Jaipur, Dehradun