

## SPEAKER PROFILE



**Ashok Lalla**  
Digital & Marketing Advisor



**Delegate Registration**

Ashok is an award-winning global and regional Digital, Brand and Social Media Marketing leader, with 22 years of client and agency-side business experience, across brands and industries.

He works as a Digital and Marketing Advisor to both, young and established brands and agencies, helping them use Digital more effectively to deliver greater business and brand impact.

Ashok has passionately leveraged Digital to grow brands since 2000, and has the unique distinction of managing worldwide Digital Marketing for two Indian-born global brands – Taj Hotels for nine years, since 2000, and Infosys for three years, since 2012.

He had earlier led Digital across India and South Asia for Mindshare and Havas Worldwide (Euro RSCG at the time) during which time, he crafted a Digital strategy and campaigns for an array of global and Indian brands, that included Unilever, IBM, Lenovo, Nike, Pepsi, Ford, Amex and the Aditya Birla Group.

Ashok is also a fitness enthusiast and trampolines, walks and climbs stairs on his way to fit.