

# ABOUT SRIDEEP SEN

With a humble start to his career, Srideep's story is one of creativity and exponential growth. At the close of nearly two decades, his marketing journey has a ton of success stories and testimonies attached to it. Be it his involvement at **Timex Watches** — his very first stint — or at **ABP** (a large media conglomerate with premier publications like The Telegraph as well as national TV news channels like ABP News, ABP Majha etc.), **HostGator India** to **DTDC Express Ltd** one of the largest logistics player in India with its strategic partnership with DPD Group of France, having operations in more than 20 countries outside India like USA, UK, Canada, Australia, Singapore, Hongkong etc., just to name a few, his journey has been challenging, yet full of accomplishments.

Srideep excelled in every role, ensuring the brands he worked with accelerated much more. At **ABP** Srideep was a key member in growing ABP's magazine business in India. Barely scratching the tip of the iceberg, one of Srideep's career highlights as a PAN India executive, are his stints as Head of Marketing & Communication with **DTDC**, and as Manager – Marketing with **HostGator India**, one of the most reputed global Web Hosting companies in the world, headquartered in the USA. Srideep was instrumental in running HostGator's first ever on ground customer acquisition drive in India in association with **Google** India and **National Internet Exchange of India** reaching out to more than ten thousand businesses in Mumbai and was also managing relationships with **Google** India for certain key associations.

While with DTDC, he launched the first-ever domestic and international Brand Campaign for DTDC, with the former India Cricket Captain — Sourav Ganguly — as the Brand Ambassador. He also led the DTDC's Corporate Film to win the “Best Corporate Film Encompassing Vision, History, Value & Spirit of Excellence” award – In the International Management Film Festival and made DTDC win one of Bengaluru's “Hot 50 Brands” for consecutive years.

Today, Srideep Sen is synonymous with ROI-based marketing excellence and evolution. If there is one person you need in our side during your brand expansion it is him. With him, you will be able to increase ROI, surge profits, lead with a purpose and improve market differentiation and finally create a long – term business impact.