

Bharath Vaidyanathan

Senior Director & Head – Data, Analytics & Campaigns

Bharath is a Data Science & MarTech professional with two decades of experience in Data Science, AI, Strategy and CRM across diverse industries like BFSI, Retail, FMCG, Auto, Travel and DTH. He has been instrumental in helping clients take informed decisions through Descriptive, Predictive, and Prescriptive Analytics as well as advanced Optimization. He has extensive experience in integrating Data, Analytics and Strategy to provide a Connected Customer Experience.

Bharath is an alumnus of IIT Roorkee and IIM Lucknow.

Areas of Interest: Integration of Data Science & Behavioural Science, AI, MarTech, Connected Customer Experience