



SUDIIP GHOSH



GLOBAL LEADER - PROGRAMMATIC & AD TECH



Greater Noida, India



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[Linkedin Profile](#)

PROFESSIONAL SUMMARY

Programmatic & Digital Advertising leader with **22+ years** of global experience driving **CTV, programmatic, and digital media growth** across the Americas, EMEA, and APAC. Proven track record in **DSP/SSP partnerships, yield optimization, CTV/OTT monetization, and audience data strategy**. Currently lead a **\$1.5B programmatic delivery engine for Samsung Ads**, managing 150+ professionals across multi-market operations. Known for **bridging strategy with trading execution**, I partner with agencies, publishers, and platforms to maximize ROI through **programmatic guaranteed, PMP deals, supply-path efficiency, and AI-driven campaign optimization**. Recognized as an **industry-first innovator** with landmark contributions to homepage takeovers, CTV ad insertions, and global programmatic scale-ups.

CORE COMPETENCIES

- Programmatic Strategy & Ad Operations Leadership
- DSP/SSP Partnerships
- CTV/OTT Monetization & Ad Tech Ecosystems
- Yield & Inventory Optimization | CPM & Fill Rate Management
- Supply-Path Optimization | Header Bidding | PMP & PG Deals
- Cross-Channel Campaign Management & Attribution
- Data & Audience Segmentation | DMP/CRM Integration
- AI-Driven Optimization & Automation in Programmatic
- Global Team Leadership | Revenue & P&L Ownership
- Microsoft Office: Word, Excel & POWERPOINT
- Understand HTML, JavaScript, SQL
- SEO, SEM | Google Marketing Platform | Facebook Ads | LinkedIn Ads
- All types of Paid Media Campaign Management & Optimization
- Programmatic, DSP, SSP, AdX
- Google Ads DBM, DCM, DFP (DV360)
- CDN, HLS, VoD, DASH, SVoD, CTV, OTT
- Mobile Ads (Web & App) | VAST, VPAID

TRANSFERABLE SKILLS

SHARED & MANAGED SERVICES

- ✓ GCC Shared Services expansion & optimization
SLA governance & operational excellence
- ✓ Capacity Planning, Client Engagement Strategies & Program Management."
- ✓ Cost optimization & vendor management

LEADERSHIP & STRATEGY

- ✓ Building high-performance marketing ops teams
- ✓ Stakeholder alignment and Operational Excellence
- ✓ Data-driven decision making

MARKETING & AD OPERATIONS

- ✓ End-to-end campaign management (CPM, CPC, CPA, Programmatic)
- ✓ Marketing workflow automation & process optimization
- ✓ Cross-channel marketing (CTV/OTT, Mobile, Video, Display, Social)
- ✓ Ad tech platforms (DV360, DCM, DFP, SSP, DSP)
- ✓ Performance marketing & ROI analysis

MARKETING TECHNOLOGY (MARTECH)

- ✓ CRM/CDP integration (Salesforce, HubSpot)
- ✓ Marketing analytics & attribution modelling

STRATEGIC LEADERSHIP

- ▣ Led enterprise-wide digital transformations impacting **\$1.5B+ revenue streams**.
- ▣ Designed scalable operational frameworks, shaping global strategies and steering high-performance teams.
- ▣ Championed first-time-right approach, reducing rework by **40%**

OPERATIONAL EXCELLENCE

- ▣ Implemented Lean Six Sigma methodologies to enhance efficiency
- ▣ Led process automation initiatives, replacing manual tasks with scalable, innovative systems.
- ▣ Designed quality audit frameworks improving performance by 30%

STAKEHOLDER MANAGEMENT

- ▣ Bridged gaps between marketing, sales, and tech teams
- ▣ Aligned C-level executives on marketing ops roadmaps
- ▣ Managed 150+ global teams across multiple time zones

INNOVATION & PROBLEM-SOLVING

- ▣ Pioneered GenAI adoption for campaign optimization
- ▣ Solved complex attribution challenges in multi-channel marketing
- ▣ Developed predictive models for budget allocation

CAREER HIGHLIGHTS

- **Pioneered** homepage takeover advertising in India (2003), establishing a new high-impact standard for digital brand campaigns.
- **Spearheaded** India's first live ad insertion on a digital sports stream (Cricket, India-SA Series, 2010).
- **Launched** India's first full-screen mobile video ad for Hero Motocorp's inaugural motorcycle (2011).
- **Orchestrated** ad operations for landmark firsts: live online broadcast for ICC T20 World Cup (2010) and combined TV/online ad serving for ICC ODI World Cup (2011).
- **Architected** the inaugural data-driven GTM strategy for Times Internet, shifting its sales model from content-based to audience-targeted buying.
- **Secured** a major account (Cognizant) by leading the ad operations strategy for their first DSP-based RFP win.
- **Architected** the industry's first complete WFO-to-WFH transition pre-pandemic, ensuring zero business disruption.
- **Mastered** global CTV campaigns, directing the first worldwide ad delivery for Samsung from a single location across all time zones.

PROFESSIONAL EXPERIENCES



Samsung Ads – Global Delivery Leader (AMERICAS)

May 2023 – Sep 2025 | Noida

- Led **\$1.5B ad delivery** operations for Samsung CTV across US, Canada & LATAM, aligning with digital transformation goals.
- Spearheaded workflow improvements, enhanced **SLA compliance**, and integrated quality frameworks.
- Served as a **strategic liaison**, aligning **internal and outsourced stakeholders** across cross-functional teams.
- Delivered structured **change communications and training** to drive continuous learning and adoption.
- Boosted productivity by **identifying workflow gaps** and implementing process enhancements.
- **Aligned sales and delivery teams** on timelines, budgets, and deliverables to ensure project success.
- **Streamlined interdepartmental communication** to support faster, data-driven decision-making.
- Orchestrated seamless **end-to-end delivery** with cross-functional team collaboration.
- Partnered with DSPs and SSPs to improve **fill rates by 18%** and optimize **CTV yield strategies**.
- Introduced **AI-powered optimization tools** that cut manual reporting by 40% and doubled speed of insights for traders.
- Standardized programmatic processes across APAC, EMEA, and North America, ensuring **consistent bid strategies & pacing**.
- Scaled global CoE with 150+ professionals delivering **CTV/OTT monetization excellence**.



Freelance – Digital Consultant

Jul 2022 – Apr 2023 | Bangalore

- Consulted on digital marketing and ad operations transformation, focusing on business model redesign and service optimization.
- Guided organizations through operational change with tailored training strategies and stakeholder engagement planning.
- Designed **programmatic capability roadmaps** for mid-market clients entering new geographies.
- Improved client ROAS by **20% through DSP targeting enhancements and workflow optimization**.
- Advised on supply-path strategy and private marketplace setup.



Indegene – Director, Campaign Operations

Jun 2021 – Jun 2022 | Bangalore – Remote

- Built multi-channel marketing infrastructure across 14 global markets for pharma clients.
- Implemented workflow automation frameworks, improving delivery quality scores by 25%.
- Ensured contract compliance, KPI governance, and **client satisfaction across international accounts**.



Operative Inc. – Director, Managed Services

Aug 2016 – Jun 2021 | Bangalore – Onsite & Remote

- Led **200+ global team**, optimizing digital ad operations and P&L for the US & UK markets.
- **Centralized operations** into shared service hubs, boosting delivery speed 25% and cutting escalations 30%.
- **Pioneered a remote-work model** pre-pandemic, maintaining 98% client satisfaction throughout COVID-19.
- **Transformed legacy workflows** into scalable models, improving quality, efficiency, and achieving significant cost savings.
- **Drove a continuous improvement culture** using KPIs and efficiency programs to exceed SLA benchmarks.
- **Enhanced team retention & performance** via structured mentoring, goal alignment, and merit-based evaluations.
- **Strengthened client & stakeholder trust** through proactive communication and rapid issue resolution.
- **Streamlined project delivery** pipelines, reducing time-to-market for key initiatives.



Cognizant – Senior Manager, Projects

Jun 2014 – Jul 2016 | Hyderabad

- Won RFPs for **Google DBM & Facebook Ad Operations**, expanding client portfolio.
- Improved SLA adherence by **25%** through workflow innovation and automation.
- Designed and implemented **Quality Framework** for Ad Operations improving **Quality by 23%**



Times Internet Ltd. – Head, Performance Ads

Nov 2013 – Apr 2014 | Noida



Vdopia Inc. – Head of Ad Operations, APAC

Jan 2010 – Sep 2013 | Gurugram



Premium Network Inc. – Campaign Manager

Mar 2008 – Dec 2009 | Remote



HCL Technologies – Sr. Technical Support Officer

Jan 2007 – Feb 2008



Premium Network Inc. – Campaign Lead

Sep 2001 to Dec 2006 | Noida

EDUCATION & CERTIFICATION



BSc (Physics)

Assam University [Batch of 1998-2001]



Lean Six Sigma Black Belt

Henry Harvin

LEADERSHIP PROFILE

Empathetic & Agile Leader | Change Agent | Data-Driven Strategist | GenAI

- ✓ Recognized for fair, apolitical leadership and fostering high-trust, with cultural fluency across US, EU, APAC.
- ✓ Adept at navigating matrixed organizations and aligning stakeholders for seamless execution.
- ✓ Passionate about talent development, having mentored 50+ leaders in AdTech/MarTech.
- ✓ Strong believer in empathetic leadership, cross-functional alignment, and innovation-driven growth.

CONSOLIDATED KPIs DELIVERED

STRATEGY & LEADERSHIP

- Translate company strategy into actionable, measurable execution plans across departments.
- Partner with leadership to prioritize initiatives based on business value, risk, and resource availability.
- Serve as a challenger within the business – question assumptions, identify risks, and promote a culture of continuous improvement.
- Successfully implement corporate initiatives and development programs in alignment with change management and People strategy.
- Liaise regularly with business leaders to align global strategy with local operational execution.

OPERATIONAL EXCELLENCE & EFFICIENCY

- Drive measurable operational efficiency initiatives across functions, ensuring on-time delivery aligned with customer expectations.
- Identify and resolve bottlenecks before they impact outcomes; ensure client project delivery meets scope, timeline, and quality.
- Establish and monitor business metrics, dashboards, and reports to track progress, forecast risks, and ensure KPI delivery.
- Maintain real-time visibility of strategic initiatives, projects, and deliverables.
- Monitor expenses, optimize costs, and ensure compliance with legal, regulatory, and contractual obligations.

TECHNOLOGY & INNOVATION

- Lead evaluation, implementation, and integration of new technologies (including AI) across core processes.
- Ensure operational readiness for AI-driven enhancements and new product launches.
- Act as liaison between technology teams and frontline operations to embed scalable, innovative solutions.
- Drive adoption of AI and automation to deliver measurable cost savings and efficiency gains.

GLOBAL OPERATIONS & SITE MANAGEMENT

- Oversee multi-region operations, ensuring process standardization across APAC, EMEA, and North America.
- Support global expansion by aligning operational capabilities with new market demands.
- Develop and implement capability center/CoE strategies, including location and workplace planning.
- Manage capacity planning, site density, seat utilization, and reporting to ensure optimal resource use.
- Oversee site facilities, vendor management, safety/security, and contingency planning.
- Lead site-level change initiatives, including new process deployments, migrations, and headcount expansions.

STAKEHOLDER & PEOPLE LEADERSHIP

- Manage cross-functional, global teams; coach and develop leaders to drive accountability and high performance.
- Act as connective tissue across Product, Engineering, Sales, Marketing, and Customer Success teams.
- Drive employee engagement, satisfaction, retention, and talent acquisition outcomes.
- Foster transparent communication, ensuring timely updates, feedback loops, and alignment with leadership.
- Recognize and motivate employees, creating a high-performance culture.

FINANCIAL & RISK MANAGEMENT

- Monitor profitability, cash flow, and collections with Finance.
- Pursue opportunities for cost optimization and government incentives.
- Ensure compliance with regional regulations, data security standards, and safety systems.

PORTFOLIO, CASE STUDIES & VISA STAT

Available on Request (e.g.: GenAI, Digital Transformation, Operational Transition, Martech maturity, Quality Framework in Ad Ops etc.)

VISA: USA B1: Valid till 21 Sep 2026 | UK C-VISIT: Valid till 22 Oct 2026