

Kedar Laidwar

Digital Marketing Leader | Global Client Operations | GCC & Offshore Delivery

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Professional Summary

- Results-driven Digital Marketing Leader with 9+ years of experience architecting full-funnel media strategies across Programmatic, CTV & OTT, YouTube, Paid Search, and LinkedIn.
- Proven track record managing USD 5M–15M quarterly media budgets across US, NAMER, LATAM, EMEA, APAC — delivering ROAS uplift 3x–4x, 5x lower CPAs, and 800%+ YouTube relative search lift.
- Deep expertise in GCC/offshore delivery models, CXO stakeholder management, Strategy & Planning, first-party data activation, RTB, and building high-performance teams of 60+ specialists across B2B and B2C verticals.

Technical Skills & Platforms

Platforms: DV360, The Trade Desk (TTD), Amazon DSP, Criteo, Google Ads, LinkedIn, CM360, DoubleVerify, IAS
Analytics & Reporting: Google Analytics 4 (GA4), Looker Studio, Funnel.io, Attribution Modelling, Performance Dashboards
Audience & Data: Pixel Creation, First-Party Data Activation, Audience Profile Analysis, RTB, PMP/PG Deals

Soft Skills

- Strategic Thinking
- Cross-Functional Collaboration
- Process Improvement
- Project Management
- Time and Priority Management
- Executive Leadership

Core Competencies

• Global Delivery and Offshore Team Management	• Full Funnel Digital Strategy & Media Planning
• Client Governance & CXO Stakeholder Management	• B2B & B2C Marketing
• Process Optimization	• Brand and Performance Marketing
• Operational Excellence	• Campaign Optimization
• Automation & Analytics	• Budget & ROAS Management
• Team Building , Mentoring & Talent Development	• Publisher Negotiations

Verticals Explored

- Hospitality (Radisson Hotel Group, Minor Hotel Group, Qatar Airways, Korean Airlines, Marina Bay Sands, Furama Hotels)
- BFSI (SCB, PayPal, Mastercard, Hub International, Simply Business)
- Beauty (Estee Lauder Group, L’Occitane)
- Energy (OVO Energy)
- E-Commerce (Walmart, Crocs, Wayfair, Ashley Furniture)
- Consumer Electronics (Intel, Polaroid, Dyson)
- Technology (AWS, Microsoft)
- Consulting (BCG)
- Automobile (Honda, Volvo, Yamaha)

Automations & Tools

- Automated reporting using Funnel and Looker Studio, cutting weekly task time by 60%.
- Built Monday.com dashboards for real-time productivity insights across delivery teams.
- Created a DV360 SDF automation tool, boosting campaign efficiency by 50% and reducing bottlenecks.

Professional Experience

Professional Sabbatical

Jan 2026 – Present

Career Break | India

- Career break for personal reasons, using time to reflect on next steps and explore senior leadership opportunities aligned with long-term goals.

IPG Mediabrands

Aug 2025 – Jan 2026

Director - Global Capability Centre (GCC) | Pune

- Led global client onboarding & operational governance across 70+ markets (UK, US, APAC, EMEA) — zero-disruption transitions with full SLA adherence.
- Architected digital media delivery frameworks, SOPs, and onboarding playbooks improving scalability, compliance, and operational consistency across all offshore delivery teams.
- Owned CXO-level stakeholder engagement — governance forums, QBRs, escalation management, and leadership communications across global agency networks.
- Proactively managed high-risk escalations and change management initiatives, strengthening long-term client trust and GCC delivery reputation.

Brainlabs Digital Pvt. Ltd.

Mar 2023 – Aug 2025

Associate Director - Programmatic & Digital | Bengaluru

- Built and scaled programmatic & digital delivery team from 0 to 26+ specialists — establishing OKRs, KRAs, training programs, and SOPs across DV360, TTD, YouTube, CTV, Search, and LinkedIn.
- Designed YouTube-first & CTV-first brand strategies across Netflix, Amazon Prime, and Samsung Ads — delivering 800%+ relative search lift through unified cross-screen campaigns.
- Managed USD 5M–15M quarterly budgets — achieving ROAS uplift of 3x–4x and 5x lower CPAs via smart DSP optimization and first-party data activation.
- Built executive media plans for BCG through direct publisher deals, strategic negotiations, and premium PMP/PG inventory — driving measurable thought-leadership reach.
- Drove 50% productivity improvement via SDF automation tool, workflow optimization, and onboarding frameworks — owned QBRs, cross-sell initiatives, and senior client relationships.

Awards: *Best Collaborator of the Year* | *Brainspark Winner* | *Culture Code Awards*

Merkle Sokrati (Dentsu Group)

Sep 2019 – Feb 2023

Digital Marketing Manager - Global Programmatic Operations | Pune

- Scaled India GCC delivery operations from 3 to 60+ members — onboarding global agencies and enterprise clients (PayPal, AWS) across Programmatic, CTV, and Digital OOH in APAC, EMEA, and NAMER.
- Owned end-to-end global media planning, execution, optimization, and direct publisher negotiations — consistently exceeding performance KPIs and managing multi-million-dollar investments.
- Implemented Jira ticketing systems, SOPs, and SLA governance models — managing 1,000+ monthly delivery requests while leading hiring, training, and succession planning.
- Developed RTB strategies, PMP & PG deal frameworks, and premium publisher ecosystems adopted across all managed accounts.

Awards: *Mountain Mover Award* | *Individual Excellence Award*

Knorex India Pvt. Ltd.

Jun 2017 – Sep 2019

Senior Trading Desk Executive - Programmatic | Pune

- Led a team of 5+ programmatic specialists, managing end-to-end ad operations across DV360, TTD, and CM360 for APAC and MENA clients — overseeing trafficking, audience segmentation, pixel implementation, and performance optimization across Display, Native, and YouTube.
- Served as programmatic Subject Matter Expert (SME), advising clients on DSP adoption, RTB best practices, and spend planning strategies — delivering ROI-focused optimization outcomes and driving measurable campaign efficiency.

Education

M.Tech - Project Management

COEP, Pune University | 2014 – 2016

B.E. - Mechanical Engineering

Pune University | 2010 – 2014