

Kedar Laidwar

Senior Digital Advertising Strategist

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SUMMARY

Results-driven Digital Marketing and Programmatic Advertising Leader with nearly 10 years of experience managing global media operations and high-performance delivery teams across US, NAMER, LATAM, EMEA, and APAC markets. Proven expertise in DV360, The Trade Desk, Amazon DSP, Google Ads and LinkedIn and full-funnel digital media strategy, managing \$5M–\$15M quarterly budgets while consistently delivering 3x–4x ROAS improvements. Experienced in building Global Capability Centre (GCC) delivery models, leading teams of 60+ specialists, and translating complex programmatic strategies into executive-level business outcomes that drive revenue growth, cross-sell opportunities, and long-term client partnerships.

EXPERIENCE

IPG Mediabrands

Pune, India

Director - Client Engagement

Aug 2025 - Jan 2026

- Led global client onboarding and operational governance across 70+ markets, ensuring seamless transitions with zero operational disruption and full SLA compliance.
- Designed scalable digital media delivery frameworks, SOPs, and onboarding playbooks, improving operational consistency across offshore delivery teams.
- Managed CXO-level stakeholder relationships, facilitating governance meetings, QBRs, and executive reporting across global agency networks.
- Oversaw risk mitigation and escalation management processes, strengthening long-term client trust and delivery reliability.
- Leveraged internal AI platform Interact for audience segmentation and profile analysis, enabling data-driven promotional campaign targeting across global markets.

Brainlabs Digital Pvt. Ltd.

Bengaluru, India

Associate Director – Programmatic & Digital

Mar 2023 - Aug 2025

- Led multi-channel programmatic and digital strategy pitches across DV360, TTD, Google Ads, YouTube, and CTV, securing incremental media investment through data-driven performance narratives.
- Increased programmatic share of wallet by 25–40% through structured upsell strategies, first-party data activation, and PMP/PG marketplace deals.
- Designed YouTube-first and CTV-first brand campaigns across platforms including Netflix, Amazon Prime, and Samsung Ads, achieving 800%+ relative search lift through cross-screen marketing strategies.
- Managed \$5M–\$15M quarterly media budgets, delivering 3x–4x ROAS improvements and 5x lower CPAs through DSP optimization and audience targeting.
- Built and scaled the programmatic delivery team from 1 to 26+ specialists, implementing OKRs, structured training programs, and operational SOPs.
- Utilized Bombora B2B intent data to identify high-value in-market audiences for C-suite targeting across thought leadership campaigns.
- Improved delivery productivity by 50% through workflow automation and SDF optimization frameworks.

Merkle Sokrati (Dentsu Group)

Pune, India

Digital Marketing Manager

Sep 2019 - Feb 2023

- Scaled India-based Global Capability Centre (GCC) programmatic delivery operations from 3 to 60+ team members, supporting global clients including PayPal and AWS.
- Led global campaign strategy across Programmatic Display, Connected TV (CTV), Google Ads and other digital channels across APAC, EMEA, and NAMER regions.

- Acted as Programmatic Subject Matter Expert (SME) for internal agency teams, increasing programmatic adoption across global media plans.
- Built data-driven client performance narratives and QBR presentations, supporting programmatic investment expansion across enterprise accounts.
- Developed RTB strategies, PMP/PG frameworks, and premium publisher partnerships used across managed accounts.
- Managed end-to-end global media planning, execution, and optimization across multi-million-dollar campaigns.

Knorex India Pvt. Ltd.

Pune, India

Senior Trading Desk Executive – Programmatic

Jun 2017 - Sep 2019

- Led a team of 5+ programmatic specialists, managing campaign operations across DV360, TTD, and CM360 for APAC and MENA markets.
- Managed full campaign lifecycle including campaign trafficking, audience segmentation, pixel implementation, and performance optimization across display, native, and YouTube formats.
- Acted as programmatic SME, advising clients on DSP adoption, RTB strategy, and media spend optimization to maximize campaign ROI.
- Implemented campaign optimization frameworks to improve performance metrics and cost efficiency across multiple client portfolios.

EDUCATION

Master's Degree in Project Management • GPA: 8.5

Jan 2014 - Dec 2016

COEP, Pune University

Pune, India

Bachelor's Degree in Mechanical Engineering • GPA: 6.5

Jan 2010 - Dec 2014

Pune University

Pune, India

SKILLS

Programmatic Advertising & Digital Strategy: Programmatic Buying & Trading, Campaign Optimization & Bid Strategy, RTB | PMP | PG Deal Management, CTV & Video Advertising, DMP & CDP Platforms, Supply Path Optimization

Media Planning & Campaign Management: Media Planning & Strategy, Ad Operations & Campaign Management, Campaign Manager 360 (CM360), Display Video 360 (DV360), Campaign Forecasting & Flighting, Budget & ROAS Management

Audience Insights & Targeting: Audience Segmentation & Targeting, Category Entry Points (CEPs) & Buyer Persona Development, Audience Persona Development, Instant Brand-Safe Inventory Intelligence, Advanced Excel

Leadership & Client Engagement: Project Management & Team Leadership, Client Engagement & Strategic Planning, Operational Excellence & Process Optimization, Governance Forums & QBRs, Leadership Communication Strategies

Marketing Automation & AI Tools: Marketing Automation & AI Tools, AI-Powered Media Planning Insights Tool, Automated Reporting Pipeline via Funnel & Looker Studio, Monday.com Productivity & Delivery Intelligence Dashboards, DV360 SDF Automation Tool for Campaign Efficiency

CERTIFICATIONS

Google Ads

Campaign Manager 360 (CM360)

2026-01

Google Marketing Platforms

Criteo Onsite Sponsored Products Certification

2024-01

Criteo

LinkedIn Ads

2026-01

LinkedIn

Amazon DSP

2026-01

Amazon

Display Video 360 (DV360)

2026-01

Google Marketing Platform

AWARDS

Brainspark Winner

2025

Brainlabs

Mountain Mover Award

2020

Merkle Sokrati

Best Collaborator of the Year

2025

Brainlabs

Culture Code Awards - Be a Coach

2025

Brainlabs

Individual Excellence Award

2021

Merkle Sokrati

Culture Code Awards - Own it

2024

Brainlabs