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Context to the nugget

KV Sridhar (Pops) talks about how he thought about the move from the world of Advertising to the world of Technology. He also speaks about the notion of staying relevant in the context of children and consumers and how one needs to be in sync with them to be able to connect with them.

Transcription

Deepak Jayaraman (DJ): After long career in Advertising you moved to join a Tech company, so I am curious about that fork in a road? How do that come about and how did you processed the opportunity when it happened?

KV Sridhar (KV.S): Before joining Sapient for almost 7 years from 2008 Olympics at the time I was part of Leo Burnett Global Creative Board so we were driving the creativity driving the entire company into new direction so one of the job which we have accepted and then volunteered to do in the region for me right from Japan to Australia I used to really push the newer technology newer ways of communicating with people technology was not that much, it was there but not that was creating an app was a technology that time, so I was exploring the newer ways of communication and then trying to inspire the agency to really do things newer things in the communication field so then we decided that, yes you need a digital agency and then we brought in one brand which is there in Singapore which is there across the world more from Singapore point of view, we brought that into India called Arc so supposed to be a digital company but it became an activation company later then we had to actually part of that acquisition team to really identify a digital company small digital agency called Indigo and then we acquired Indigo tried very hard to really leverage both of them try to marry technology and creativity which did not happened then by the *time I understood technology is not just wire frames and information architecture technology is far more marketing technology which is happening beneath which advertising agencies were not aware of which clients and technology companies are doing* and then Sapient came in, I didn't know Sapient very much, I only knew as they are an outpost of Sapient of US that's all then I spoke to one of my friends in RGA, RGA is world's best creative and digital company so their chief creative officer was an Australian and he is a good friend of mine, we both used to talk about cricket, cricket bonded us quite a lot, at all the international events, wherever we go, so I asked him and he said Pops I know you, you don't leave your food, you don't leave your country and then if you, they have made huge investments into India and they are close to 10000 people in India, they do 60% of the work everywhere, that's the place where you can learn and try and apply and then can make a difference to your country so that's how I took up Sapient to really understand the marketing technology the way it is and then how this marketing technology can affect creativity and then how to tell stories of the brands in this day and age so that's one rational thing irrational thing again in your head if you are not relevant to your children they will reject you, the same thing if you are not relevant to your consumers they will

throw you out and then finally in marketing and advertising you are working for those people, who buy your products, you need to be relevant to them you need to learn everything which makes the brand connect with them, so those are the two things made me take up Sapient.

Reflections from Deepak Jayaraman

DJ: How do we stay relevant is a question that all of us face as we go through our journeys. It was great to hear Pops talk about how he saw the emerging role of Technology in the field of Marketing and ended up joining Sapient. The other point to make here is also that sometimes I find leaders keen to improve their compensation and moving from one organization to another. While I am not downplaying the importance of that, it is arguably as important to ensure that the next stint adds to your capability bucket and to your balance sheet.

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End of nugget transcription

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KV Sridhar - Nuggets

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- 23.03 KV Sridhar - Early career choices - Medical Rep/Painting/Advertising
- 23.04 KV Sridhar - Rejecting 3 jobs and painting in Goa
- 23.05 KV Sridhar - Transitioning from Advertising to the Tech world
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About Deepak Jayaraman

Deepak seeks to unlock human potential of senior executive's / leadership teams by working with them as an Executive Coach / Sounding Board / Transition Advisor. You can know more about his work [here](#).

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