

Rishad Tobaccowala

Chief Growth Officer, Publicis Groupe & Chairman of the Tobaccowala Foundation

A consultant to some of the most successful companies in the world, Rishad Tobaccowala is helping organizations think about growth by focusing on the intersection of people, technology, and data.

Currently, the Chief Growth Officer of the Publicis Groupe, an 80,000-employee firm comprising companies like Epsilon, Sapient, DigitasLBi, Leo Burnett, Saatchi and Saatchi, Starcom, and Zenith, Tobaccowala is transforming the way businesses are communicating with customers and doing business in today's ever-changing marketplace.

The author of *Restoring the Soul of Business: Staying Human in the Age of Data* hitting shelves in January 2020, Tobaccowala is an expert on what today's most successful companies look like, what they are doing differently, and how aligning a business with today's three biggest trends is the key to staying competitive. By building a case for moving beyond data-driven decisions to focus on a more human-centered approach, Tobaccowala surprises audiences with his practical advice and shares examples of how focusing on people is almost always a key driver in P&L performance. He advises senior leadership on the next generation skill set they need to cultivate and the culture and mindset required to lead long-term growth.

Over his 37-year career, Tobaccowala has worked across almost every area of marketing and strategy including brand advertising, media, database, direct and interactive marketing. As a pioneer in digital marketing, Tobaccowala helped create one of the first interactive groups and digital agencies and has helped launch a series of initiatives over the years from groups focused on gaming, social, mobile and search engine marketing. Starcom IP, Play, Giant Step, SMG Search and Denuo are some of the brands Tobaccowala helped incubate.

Tobaccowala was named by *BusinessWeek* as one of the top business leaders for his pioneering innovation and *TIME* magazine dubbed him one of five "Marketing Innovators." Tobaccowala serves on an advisor to a host of companies in the venture capital and start up space include Greycroft Ventures, Abundant Ventures and Growth Catalyst Partners

He is also chairman of The Tobaccowala Foundation, which helps over 10,000 people gain better access to health and education in India. Tobaccowala holds a bachelor's degree in mathematics from the University of Bombay and an MBA from the Booth School of Business at the University of Chicago with which he remains closely involved.