



**Srinivasan K Swamy**

After 25 years of occupying various positions in the advertising agency R K SWAMY BBDO, the last position being the CEO of that company, where he serviced a wide variety of clients, business situations, industry issues and many other challenges, he took over as Chairman of the R K SWAMY HANSA Group in 2003. On assuming this office, he expanded the group wider and deeper in various areas of marketing services. Today the Group has over 2300 employees with a combined turnover of over US\$ 100 Million, serving the full spectrum of marketing communications and services, working for 250+ well known MNC/ Indian brands, corporate entities and government sector. The group is ranked within the top five in India.

As an industry leader, he was elected to serve as Chairman/President of Confederation of Asian Advertising Agency Associations (2011-2012), Advertising Agencies Association of India (AAAI) (2004-07), Advertising Standards Council of India (2016-17), All India Management Association (2008-09) and The Madras Chamber of Commerce & Industry (2008-10). After serving with distinction for four years as President of IAA India Chapter, he was elected in 2016 as Senior VP of its global body and has taken over as its President in October 2018. He currently serves as Vice Chairman of Asian Federation of Advertising Associations.

With four decades of business experience and having occupied several leadership positions in industry bodies, he is a well-known face of the marketing communications industry particularly in Asia. TV, Print and Digital Media seek his opinion on industry matters; he has written many in-depth articles and opinion pieces in leading publications; he has been invited to speak on marketing and management subjects in conferences and seminars in many countries.

He has been conferred with the Lifetime Achievement Award by The Advertising Agencies Association of India (AAAI) and by Rotary Club of Guindy and entered into the IAA Hall of Fame. Earlier he was chosen as IAA Champion by IAA Global. Advertising Club Madras conferred on him the Distinguished Service Award.