



**Rupen Desai**  
Regional President  
Lowe and Partners, Asia Pacific

Rupen Desai is the Regional President for Lowe and Partners, Asia Pacific.

Having spent most of his working life at Lowe, his experience spans differing Lowe offices like Mumbai, Dubai, Beirut, London, Bangkok and Singapore.

Currently based in Singapore, he leads the Lowe network across Asia Pacific. In addition, he continues to lead communications on the Unilever laundry business 'Dirt is Good' for Lowe, globally. Dirt is Good is renowned as an effective case of Populist Creativity at work and was recently consolidated, globally, at Lowe.

His teams have been awarded in numerous global and regional shows like Cannes, New York Advertising Festival, Effie's, LIA Festival, Clio, AME's, Spikes, Dubai Lynx and more for campaigns partnered with clients like Unilever, HSBC, Stella Artois, Johnson & Johnson to name a few.