



Sanchit Sanga
Head of Digital South Asia & ASEAN
MindShare

Sanchit is a seasoned digital marketing professional with over 14 years spent in the online business. Sanchit holds a Masters degree in Marketing & International Business from Symbiosis International University. He started his career with Intercept Technologies, a digital marketing start-up in India.

Further to that, he has been National Director for Digital media at GroupM India, where he helped setup the Search & mobile marketing practices. He then moved to Singapore, still with GroupM as head of search & contextual marketing for Southeast Asia.

Sanchit currently is Head of digital for Mindshare South East Asia & Indian subcontinent. He is responsible for building digital excellence across all markets in the region for Mindshare. With ROI at the core, his current role includes the setting up measurement & evaluation frameworks encompassing social media, mobile, search marketing, display advertising & web analytics. He also works with creative teams for multivariate testing & creative versioning to deliver right message at the right time to the right audiences.