Vikram Bansal
Head of Services
Aegis Media Singapore

Vikram is currently the head of services, Aegis Media Singapore. He is responsible for building Aegis's specialized services such as digital creative, web analytics, e-commerce, media services and econometrics. He is an experienced advertising practitioner with almost 20 years in research, strategy development, planning and digital.

He has had many achievements under his belt, such as successfully leading his previous agency to being awarded as the Best Media Agency in South East Asia and the Best Search Agency in Singapore. This, amongst other accomplishments led him to being recognized as Singapore's Media Person of the Year at Singapore Media Awards, 2010.

His passion to give back to the industry is underscored by the fact that many of his protégés have been awarded as advertising industry's best talent with many of them going on to become agency heads or senior positions in marketing companies. He is also an adjunct faculty at Ngee Ann Polytechnic and is an active member of key industry bodies and associations.