



Neville Medhora  
Chief Transformation Officer  
ADK Global

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Neville Medhora has had substantial stints in his twenty-five-year career with ADK Rage, Y&R, Saatchi & Saatchi, TBWA and JWT. He has worked across diverse categories with some of the largest and most successful brands in the APAC region.

Medhora has spearheaded key digital initiatives of clients within the boundaries of the traditional offline format. He is also a motorhead who loves long rides on his bike and is absolutely obsessed with his gorgeous dog.

As Chief Transformation Officer at ADK Global, Medhora is focused on reimagining the networked agency business through integrating product offerings and better digital adoption between country and business units in an increasingly hybrid world.

Medhora was previously the head of ADK Rage Communications' India and EMEA division. He oversaw a multidisciplinary team of digital specialists who developed

and implemented marketing strategies for customers like Citibank, Jones Lang LaSalle, Royal Sundaram, and Tata Motors.

Medhora is known for his dedication to ensuring a steady stream of new business and his skill at implementing innovative methods and cutting-edge tools.

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**About ADK Global**

ADK Global is an award-winning agency network that operates across 14 international markets. We provide complete solutions across the consumer journey through our five business units: ADK Connect, ADK Emotions, ADK Health, ADK Insights, and ADK Rage. For more information, please visit <https://adk-globalnetwork.com>.

**About ADK Connect**

ADK Connect is a multinational integrated agency spanning digital, creative and performance media. Our goal is to partner with our clients in solving their marketing challenges through innovative solutions. Our team brings extensive international, regional and local experience in branding, digital marketing, e-commerce, social media, lifecycle marketing, public relations, influencer marketing, performance media, and data analytics. For more information, please visit [www.adk-connect.com](http://www.adk-connect.com).

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