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## **KV 'Pops' Sridhar Joins SapientNitro as Chief Creative Officer for India**

Appointment Strengthens Agency's Creative Position in Strategic, Expanding Market

BOSTON--(BUSINESS WIRE)-- [SapientNitro](#), part of [Sapient](#) (NASDAQ: SAPE), today announced that KV Sridhar has joined the company as Chief Creative Officer for India. Widely respected as a creative leader in both Indian and Global advertising, Sridhar, popularly known as 'Pops', joins SapientNitro to address growing client demand for the agency's unique combination of creative and technology service offerings in the Indian market. Based out of Mumbai, Sridhar will be a member of the global executive creative team and will work alongside Sapient India Managing Director, Rajdeep Endow, as a critical part of the management team leading an expanding business in APAC.

"Marketers now think differently about brand-consumer engagement and recognize the critical need for strategy, creative and technology to blend together, to move from just creating ads to creating worlds, or as SapientNitro refers to it, Storyscaping," said KV Sridhar. "The canvas has changed in a way that can no longer be constrained in the traditional advertising model. I am thrilled to join SapientNitro as they are leading this change, and redefining what it means to be an agency in today's hyper-connected world."

With a creative career spanning three decades, Sridhar is one of the most respected creative leaders in the Indian advertising industry, and moves to SapientNitro after 17-years as Chief Creative Officer of Leo Burnett- India & Subcontinent. From humble beginnings as a Bollywood film billboard painter to his ascent as a creative visionary, Sridhar is today a regular on Indian and International award juries, and a powerful voice for the future of creativity.

"Pops, a creative powerhouse renowned for his ability to lead and develop talent and his desire to challenge the status quo, shares our vision for redefining storytelling for an always-on world," said Gaston Legorburu, Worldwide Chief Creative Officer, SapientNitro. "Brands today recognize the need for sustaining consumer engagement across devices and channels to keep pace with the shifting expectations of the increasingly-connected consumer. At SapientNitro, Pops will be a strong contributor to that evolution and will undoubtedly further our ability to create strategic advantage for clients in this incredibly important, rapidly-expanding market."

"I am delighted and honored to welcome a gifted creative leader of Pops' caliber to our leadership team," said Rajdeep Endow, Managing Director, Sapient India. "Pops' creative excellence and his deep expertise in the Indian market will be instrumental to our ability to serve clients in the region for our unique blend of connected capabilities across brand, digital, experience design and technology."

Sridhar joins the growing number of forward-looking creative leaders who have joined SapientNitro globally in recent years, reflecting the company's commitment to evolve creativity and strengthen our portfolio of services and talent to serve clients in every strategic market across the world. SapientNitro won over 200 creative awards in 2013, including being named Creative Agency of the Year by MediaPost's OMMA Magazine in 2013.

### **About SapientNitro**

SapientNitro<sup>SM</sup>, part of Sapient® (NASDAQ: SAPE), is a new breed of agency redefining storytelling for an always-on world. We're changing the way our clients engage today's connected consumers by uniquely creating integrated, immersive stories across brand communications, digital engagement, and omni-channel commerce. We call it Storyscaping, where art and imagination meet the power and scale of systems thinking. SapientNitro's unique combination of creative, brand and technology expertise results in one global team collaborating across disciplines, perspectives and continents to create game-changing success for our Global 1000 clients, such as Chrysler, Citi, The Coca-Cola Company, Lufthansa, Target, and Vodafone, in 31 cities across The Americas, Europe and Asia-Pacific. For more information, visit [www.sapientnitro.com](http://www.sapientnitro.com).

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