

R.K.Mani

Managing Director of International Clients Carat China

With over 14 years of experience garnered across 4A Agencies in APAC, 8 of which have been spent in China, Mani continues to build a reputation for driving change and innovation. He has successfully managed clients from diverse categories including adidas, Mondelez, Burberry, FrieslandCampina, Lego, P&G, Johnson & Johnson, PepsiCo, GSK and Volkswagen.

In March 2013 Mani was invited to join the Dentsu Aegis Network as a strategic lead to drive trading efficacy. Recognized for his ability to contextualize deep local consumer understanding within the framework of an increasingly globalized market, he was promoted to Managing Director of International Clients for Carat China in Jan 2014.

Mani stood out as Campaign's 40 under 40 for 2015 and was awarded runner up of Greater China Account Person of the Year in the 2015 Campaign Greater China Agency of the Year Awards.



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凯络中国 国际客户董事总经理

Mani在亚太区4A代理领域有超过14年丰富的从业经验，其中8年深耕中国市场，致力于推动变革与创新。期间他成功地管理了包括阿迪达斯、亿滋、博柏利、荷兰美素集团、乐高、宝洁、强生、百事、葛兰素史克及大众汽车在内的众多品类的客户。

2013年3月Mani加入中国电通安吉斯集团，出任媒介投资管理副总裁，策略性地推动媒介投资效率的提升。2014年1月，鉴于他对本土消费者的深入理解以及将其与日益全球化的市场背景相结合的出色能力，Mani被擢升为凯络中国国际客户董事总经理。

由于他的杰出表现，Mani被Campaign评为2015年度亚太”40位40岁以下精英”，并夺得2015年Campaign“大中华区年度最佳客户负责人”称号亚军。

