



## KARAN PATEL

Head of Commercial and Marketing with Etisalat Information Services – Connect.ae

Technology Marketing professional with 13+ years of experience in the Indian and Middle East markets across the IT, airlines, insurance, retail industry segments. Track record of working with both agencies and client organizations and delivering on marketing and commercial goals in sync with objectives of revenue maximization and market leadership.

Set up and launched business vertical from scratch and demonstrated brand and product leadership by achieving revenue growth, brand visibility and customer connect. Proven credentials in driving business growth and customer connect through an innovative mix of technology and marketing leadership.

Strengths in strategy creation, P&L management, account management, product launches, agency/partner management, stakeholder and team management. Leveraging social and digital media marketing to garner business, image and brand equity across all phases of business – start-up, growth and maturity.



# Location Based **Digital Marketing**

## **Objectives**

- In-depth understanding on how location based services work
- Understand how to maximize the use of technology in a marketing perspective
- Find out what to expect and how you can grow this strategy in the coming years