

Ramdoss Seetharaman, Senior Partner, Mumbai

Position: Senior Partner, Mumbai

- Ramdoss Seetharaman leads Telecom Media Technology practice for McKinsey & Co in India and Consumer Tech practice in Asia. He primarily serves clients across **super app ecosystems, E-Commerce, Marketplaces, Direct to Consumer revenue scaling, Digital ecosystems, SaaS players and Tech majors in India, US, South-East Asia and Middle East.**
- His areas of focus include **Strategy, Organization, analytics led hyper-growth, Loyalty program design, personalization and ad sales acceleration.** Specific projects of mention are:
 - Built one of the **largest OTT platforms (>USD 300 mn revenue) in Asia** with 100 mn+ paying subs and 300 mn+ users including their ad and subscription stack
 - Built a **USD 500 mn+ ads business for one of the largest e-commerce platforms** in Asia over 36 months
 - Reimagined the entire technology function to build right while reducing overall cost by 15% across developer velocity index, portfolio optimization
 - Led product innovation and international GTM scale up for top 5 SaaS player in India
 - Led a leadership development program for top 500 leaders of a USD 8 bn Asian e-commerce marketplace
 - USD 100 mn+ impact for **personalization led loyalty program** for a leading bank in India
 - **Designed loyalty program** for large omni-channel grocery retailer
 - **Analytics led loyalty program execution** for large online travel commerce player
 - Loyalty program **P&L transformation for a large horizontal commerce player** (including spin-out of loyalty entity to unlock value)
- Prior to re-joining McKinsey, Ramdoss was **President and CEO of Broadband Business for DEN Networks**, a leading Multi-System Operator with 13 million connected homes in India.
- Ramdoss has authored **several publication in the Consumer Tech space including on Future of Digital Ecosystems and several growth topics.**