



ARCHANA KUMAR



Global Practitioner, USA



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With over 25 years in leadership positions in major advertising agencies, serving as counselor to C-suite clients, Archana brings a deep knowledge of organizational culture and business imperatives, and an empathetic understanding of pressures faced by C-suite executives.

Archana's career in advertising began in India at Lowe Lintas on Unilever brands, and continued in Egypt, Dubai, Canada and the USA in global agencies such as BBDO, Ogilvy, Bates and MediaCom. She has built strong mutually rewarding relationships with senior executives in multinational corporations including Mars Inc., PepsiCo, GE, FedEx, Johnson & Johnson, Revlon and Campbell's Soup Company.

Archana spent 14 years in senior Strategy and Leadership roles at BBDO NY and Toronto; she was elected to BBDO NY's Board of Directors and won and lead the J&J business globally.

In 2014, she joined MediaCom US as the Chief Strategy Officer and a member of the Executive Team, leading a group of strategists and researchers in implementing outcome-based communications for key clients. Today she continues to work with MediaCom as a consultant on some key global brands. Archana was selected to Adweek's 2015 list of 50 Vital Leaders in Tech, Media and Marketing, and received the Advertising Working Mother of the Year award by AWNY in 2008. Archana is on the Advisory Board of a technology start up in NYC. She is an accomplished photographer and runs an initiative called Photos for Humanity, which supports college education for girls in India.

Degree and Certifications

- BA in Economics from St Xavier's College, University of Bombay
- Senior Management Program taught by Harvard Business School
- Faculty at Omnicom University
- Certified Brain-based Coach from the NeuroLeadership Institute
- Focused group Moderator training from the Riva Institute
- Hogan Certified

Archana's experience with C-suite leaders, her ability to incisively understand issues and simplify complex situations, and her knowledge of neuroscience based behavioural change coaching strategies will help create and transform high-performing leadership teams.