



MADHUSUDAN VASUDEV

DIGITAL STRATEGY & GROWTH LEADER

CORE CAPABILITIES

- Digital Strategy & Transformation
- Remote/Hybrid Team Building
- Operational Design & Workflow Systems
- Product & Project Management
- Brand & Tech Integration
- Pre-sales, Pitches & Client Engagement
- Cross-functional Leadership
- Consulting / Fractional CDO Engagements

KEY HIGHLIGHTS

- Diverse Experience: Worked with 70+ brands across sectors, industries, and scales, driving tailored digital growth strategies.
- Top 10 Chief Digital Officers – 2024 (CEO Insights)
- 100 Most Influential Marketing Leaders – 2016 (World Marketing Congress)

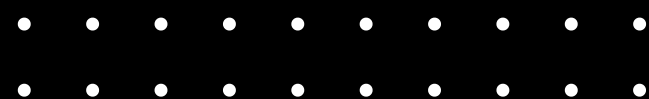
CONTACT

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ABOUT ME

A strategic digital leader with 20+ years of experience driving growth, building cross-functional teams, and integrating technology, marketing, and operations to deliver scalable business outcomes. Adept at working in remote/hybrid environments, with a proven ability to create structure from scratch, lead execution, and serve as a strategic advisor to founders and leadership teams.



SIGNATURE ACHIEVEMENTS

1. HELPED BUILD SCROLLING RABBIT (2023-PRESENT)

As a founding member, I played a pivotal role in building and scaling a fully remote digital agency from the ground up. Led initiatives around hiring, team structuring, and developing robust delivery processes. Served as a digital solution architect for major clients and closely advised founders on strategic growth and scaling opportunities.

2. LED TECH + PROJECT TEAMS AT 22FEET TRIBAL WORLDWIDE - DDB (2020-2022)

Managed cross-functional project managers, led digital delivery, and championed process optimization. Key player in business continuity planning during the pandemic and shifting to remote work.

3. DROVE TECH DELIVERY & ALLIANCES AT WEBENZA (2016-2019)

Oversaw execution of all tech projects, managed project teams, built partner alliances, and supported digital/social teams with tech strategy and pre-sales engagement.

NOTABLE CLIENTS

Clients served across multiple sectors including retail, tech, consumer goods, fashion, education, and media. Representative list includes:

Global & Enterprise Brands: Titan, Tanishq, Facebook India, Carrefour (Indonesia), TTK Prestige, RE, VW, McDonalds, Manipal Hospitals, Koelnmesse, Prestige, GITAM, Millers

Startups & Growth-Stage Companies: Astro Motors, Investopad, Wild Origins, The Scalers

Agency Partnerships & White-Label Work: GroupM, MindShare, Interactive Avenues, Madison, Edelman(Sg), Ogilvy, Geeks, Denstu,

Full client list available upon request.

AWARDS & RECOGNITION

- Top 10 Chief Digital Officers – 2024 ([CEO Insights](#))
- 100 Most Influential Marketing Leaders – 2016 (World Marketing Congress)
- Facebook Studio Award – Virtual Store Manager for Carrefour
- Mashable Awards Nominee – Light-powered mobile apps for Titan

MEDIA & THOUGHT LEADERSHIP

- Interviewed by [CEO Insights](#) on building remote digital teams
- Featured on [BusinessConnectIndia](#)

ADVISORY STYLE & ENGAGEMENT MODEL

Open to consulting, advisory, or fractional CDO/Marketing Strategy roles. Ideal engagements include:

- Early-stage or growth-stage startups seeking structure and speed
- Agencies or teams needing delivery/process setup
- Founders requiring strategic guidance on digital roadmaps

Let's connect if you're building something meaningful and need a strategic partner to help scale it right.