

Profile

JOJI GEORGE
Chief Executive Officer
Percept Live

Joji George has had an incredible career graph across all facets of the Digital, Live Media, Exhibitions, Entertainment, Branding, Art, Radio, Music and Sports domain. He has managed cross functional teams across South East Asia and South Asia, worked on turnarounds and transformed companies. He has worked closely with government and statutory bodies, conceptualized and managed an entrepreneurial project that raised seed capital from marquee investors to building an exhibitions brand to a leadership position in the B2B space, and managed multiple inorganic growth opportunities through M&A activity. Over the past two decades Joji has conceptualized many unique ideas and identified many opportunities in the Media & Entertainment domain to curate them into valuable Intellectual Properties.

Joji kick-started his career with leading global organizations like ASTRO (Astro All Asia Networks Plc), Malaysia, Yahoo! Asia, Singapore, MTV Asia, Singapore and SONY MUSIC ENTERTAINMENT, India. In 2011, Joji took reins of Percept Sports & Entertainment as CEO, where he built and scaled the Sports and Entertainment IPs, launched new businesses and consolidated the Talent Management division. He moved thereafter to UBM (now Informa) as MD, served as EVP at The Global Brand Forum, Singapore, took on the challenging portfolio of VP & GM/Country Head at World Wrestling Entertainment (WWE) India and worked at Beacon Advisory. Joji took on the mantle of entrepreneurship as Co-Founder of GoNuts.com, India's largest and most influential platform for human connection and celebrity commerce.

Joji joined Percept Live as CEO in 2023 and is responsible for leading the Vision and Strategic direction of Percept Live encompassing all the Live Media Assets including Sunburn, Bollyboom, EPL (Eat Play Love), Windsong, IMS (India Model Search) and XCC (Xtreme Combat Championship). He is responsible for charting global market trends to ascertain new business and brand extension opportunities, monetization of all the Percept Live Intellectual Properties in a variety of Live and Hybrid formats, exploring opportunities for synergy with other brands, managing the P&L, enhancing revenue both organically and inorganically, sourcing new areas of brand collaboration, and plotting the roadmap for all the live media assets, pan-India and overseas.

Joji George is Chief Executive Officer, Percept Live.