

SANJAY KACKER

Director

PDM



Sanjay Kacker, Director, PDM has had a remarkable career of over two decades in the Sports Marketing, Events and Experiential Management domain, and has worked closely with leading clients and brands across both domestic and international markets. He graduated in Political Science from Delhi University, post which he dived into the dynamic Experiential Marketing domain to conceptualize and manage many pioneering events and intellectual properties.

Sanjay kick-started his career with the Percept Group in 1995 where he managed a wide range of portfolios in the Brand Management and Experiential Marketing space in the Entertainment and Sports segments with a thrust on the burgeoning business of Cricket, including some of the pivotal Consumer Promotion Campaigns for ICC World Cup's from 1999 to 2007. He later moved to DDB Mudramax as Sr. Vice-President, followed by key roles at Promo Tec India - a Dentsu Tec Division as National Head, and Hakuhodo India Pvt. Ltd. as Executive Director-Diversified Services. He entered into a strategic partnership with PDM in 2023 to assumed charge as Director - PDM with an aim to spearhead the 360-degree strategic roadmap of PDM.

All through his illustrious career Sanjay has worked with many prestigious brands such as Airtel, Genpact, Hero Moto Corp, LG Electronics, Microsoft, Maruti Suzuki, Pepsi, Sahara, Samsung, Yamaha Motors, HTC Mobiles, Sharp India, Voltas Beko and Voltas India. Some memorable events managed include the launch of Xbox 360 in India, Maruti Suzuki Auto Expo, LG Captains of the World for ICC World Cup 2003, LG Mobile Army for ICC World Cup 2011, launch of Voltas Beko and various product launches for Hero Honda (now Hero Moto Corp).

As Director – PDM, Sanjay Kacker is responsible for providing strategic direction, mapping market trends to identify new business opportunities, creating innovative and customized brand solutions for clients, employing state-of-the-art technology and new age solutions for clients, leveraging brand integrity, and paving the roadmap for the overall businesses of PDM. He works closely with the CXOs of the various businesses across the Percept Group to identify, integrate and synergize strategic business opportunities to propel the next growth phase for PDM.