

## Contact

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[www.coca-colacompany.com/](http://www.coca-colacompany.com/)  
(Company)

## Top Skills

Analytics  
Digital Strategy  
Digital Marketing

## Languages

Hindi (Native or Bilingual)  
English (Full Professional)

## Certifications

Data Science  
Diploma in DevOps Engineering -  
Kubernetes, Docker and Google  
Cloud  
Business Analysis Certified  
Professional  
Coach Training  
ITIL Foundation V3 2011

# Devendra Shivhare

Driving Digital Transformation and Customer Experience through Strategic Leadership in Technology, eCommerce, Marketing, MarTech, AdTech, and MediaTech - Internationally Recognized Speaker and Advisor

Singapore

## Summary

A visionary technology and digital leader with a track record of driving organizational growth, fostering client partnerships, and promoting thought leadership within the industry. Excels in cultivating client partnerships, driving digital transformation, and delivering exceptional results across various industries, including digital banking, ecommerce, and digital marketing.

**Expertise:** Accomplished senior technology executive with a proven track record in driving digital marketing initiatives and leveraging cutting-edge technologies to deliver outstanding results. Proficient in utilizing CMS, CDP, DMP, CRM, Marketing Automation, Email Marketing, and Paid Media strategies to optimize brand presence, customer engagement, and revenue growth. Proven expertise in leveraging ML/AI technologies, IoT analytics, and data-driven strategies to improve operational efficiency, drive customer acquisition.

**Community & Evangelism:** A dedicated community leader and technology evangelist, fostering collaboration and knowledge sharing across diverse teams. Passionate about driving innovation and staying ahead of industry trends, actively participating in conferences, industry events, and thought leadership initiatives. Possesses exceptional communication and interpersonal skills to engage and inspire teams, clients, and stakeholders.

**Clients Partnership:** Proven ability to cultivate strong client partnerships by providing strategic guidance and delivering transformative digital solutions. Skilled at identifying clients' needs, understanding business objectives, and aligning technology strategies to achieve tangible outcomes. Successful in establishing

long-term relationships with clients and serving as a trusted advisor, driving mutual success.

**Strategic Thinker:** A strategic visionary with a holistic understanding of the digital landscape, capable of devising comprehensive technology roadmaps to support business objectives. Demonstrated expertise in harnessing the power of data analytics and leveraging advanced data platforms, DSP, Open AI, and other emerging technologies to gain valuable insights and make informed decisions that drive growth.

**Thought Leadership:** Recognized as a thought leader in digital marketing and customer experience (CX) realms, consistently delivering innovative strategies that enhance brand recognition and customer satisfaction. Skilled in crafting compelling narratives around digital transformation, personalization at scale, social media engagement, and programmatic advertising to influence stakeholders and drive organizational change.

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## Experience

### The Coca-Cola Company

Head (Director) - Marketing Technologies, Asia Pacific

May 2021 - Present (2 years 4 months)

Singapore

Leading the MarTech team for 200+ brands across 15+ markets in the Asia-Pacific region

- Utilizing a first-party data of 100+ million consumers
- Leveraging Marketing Automation and Customer Relationship Management (CRM) to optimize customer engagement and drive revenue growth.
- Utilizing Email Marketing campaigns to nurture leads and build brand loyalty, while continuously improving segmentation and personalization strategies.
- Managing Programmatic Advertising campaigns across various channels and platforms and leveraging Web Analytics to drive data-driven decision-making.
- Leveraging Data Management Platform (DMP) and Customer Data Platform (CDP) to manage first-party data of 100+ million consumers, while ensuring compliance with data privacy regulations.

- Utilizing Video Marketing and Mobile Marketing to deliver engaging content and drive brand awareness, while constantly exploring new opportunities to reach customers.
  - Implementing Chatbots (WA, Messenger, Viber, LINE etc.) and Virtual Assistants to enhance customer experience and drive lead generation, while improving A/B Testing and Personalization strategies for maximum impact.
  - Utilizing Marketing Attribution and Marketing Dashboards to measure and optimize performance, while leveraging Real-time bidding, Demand-side platform, Supply-side platform, Ad exchange, and Header bidding to maximize ad revenue and ROI.
  - Ensuring Brand safety and Contextual advertising by implementing Ad verification, Ad targeting, Dynamic creative optimization, Attribution modeling, Viewability tracking, and Fraud detection.
- Leveraging Ad server, Retargeting, Native advertising, and other channels to maximize reach and effectiveness.

## Presenter / Guest Speaker

### Public Speaker

July 2020 - Present (3 years 2 months)

Singapore, India, South Korea, Dubai, Indonesia, China, Japan, US, UK, EU

As an international technology professional, I have had extensive experience in public speaking activities related to various topics including CDP, CX, Data Analytics, AI, and Personalization at scale. I have had the opportunity to participate in keynote speeches, summits, conferences, and panel discussions on these subjects, which have allowed me to share my knowledge and expertise with others in the field.

My speaking engagements have taken place on a global stage, enabling me to connect with a diverse range of professionals and gain insights into the latest trends and developments in the industry. Throughout my career, I have demonstrated a deep understanding of the importance of leveraging data and technology to create personalized experiences for customers, and have shared my insights with audiences worldwide.

My presentations are always tailored to the specific needs and interests of each audience, and I strive to make them engaging, informative, and thought-provoking. Whether addressing a room full of industry experts or delivering a talk to a group of newcomers to the field, I aim to leave everyone with a deeper understanding of the challenges and opportunities facing modern marketing professionals.

I am passionate about sharing my knowledge and insights with others, and I look forward to continuing to contribute to the international marketing community through my public speaking activities.

## Singapore Press Holdings

Head (VP) - Digital Media, Marketing & Advertising Technology

July 2020 - May 2021 (11 months)

Singapore

As the Head of Media Technology for a leading Singapore media group with operations in publishing, radio, and outdoor media, spearheaded cross-functional teams of 20+ members including architects, developers, PMs, and Tech Leads to develop and deploy secure and scalable advertising & marketing systems utilizing Marketing Automation, Customer Relationship Management (CRM), Email Marketing, Programmatic Advertising, Web Analytics, Data Management Platform (DMP), and Customer Data Platform (CDP) solutions.

Led the implementation of digital platforms in a way that the company achieved its growth objectives, working closely with marketers, vendors, and other functions to define the portfolio. Advised on balancing short-term and long-term holding strategies to maximize foothold in the dynamic digital marketing technology landscape.

Managed the digital marketing team in activities and processes of SPH digital ecosystem including SPH websites, social media, e-commerce, and marketing campaigns. Utilized Video Marketing, Mobile Marketing, Chatbots and Virtual Assistants, A/B Testing and Personalization, Marketing Attribution, Marketing Dashboards and Reporting, Real-time bidding, Demand-side platform, Supply-side platform, Ad exchange, Header bidding, Ad verification, Ad targeting, Dynamic creative optimization, Attribution modelling, Viewability tracking, Fraud detection, Ad server, Retargeting, Native advertising, Brand safety, and Contextual advertising to optimize marketing efforts and achieve business goal

## Criteo

Head (Director) - Analytics & Data Science (Acquisition, Targeting, Retargeting), Asia Pacific

May 2018 - February 2020 (1 year 10 months)

Singapore

Led and directed the Analytics & Data Science team for the Asia-Pacific region, overseeing a team of 30+ data scientists, data engineers, and analysts across S. Korea, Japan, China, ASEAN, ANZ, and India markets. Collaborated with clients such as Yahoo, eBay, Coupang, Lazada, Aliexpress, PayTM, Rakuten, and internal teams to deliver reliable analytics services and actionable insights by utilizing Criteo tracking technologies, DMPs, DSPs, SSPs, MMPs, big data mining techniques, and visualization tools.

- Supervised the examination of large customer data sets using advanced analytics methods, developing custom ML models and algorithms (propensity to buy, churn, CLTV, market basket analysis, attribution, forecasting, creative and media effectiveness) to uncover insights.
- Contributed thought leadership in uncovering meaningful customer behavior and profitability, providing strategic long-term vision through the implementation of repeatable procedures that improved productivity, reduced costs, and drove business and incremental revenue through analytics capabilities.

#### GroupM (A WPP Company)

Director - Data Analytics and Data Science (Digital Media, Marketing, Advertising)

December 2015 - May 2018 (2 years 6 months)

Singapore

- Managed APAC region on data analytics both internally and externally with clients, right from proposal stage to project delivery, offering compelling levels of insights and ensuring long-term and sustainable revenues growth.
- Led 100s of global, regional and local clients to optimize digital campaigns, investments by algorithmic digital attribution and regional digital reporting program spanning APAC markets across search, social and display channels to map data from hundreds of data sources.

#### Astrata Group Pte. Ltd.

Head - Strategic Data Solutions

October 2014 - November 2015 (1 year 2 months)

Singapore

- Supervised various big data analytics initiatives and maintained overall responsibility for the development and implementation of data strategy

including research design, data processing technology, business intelligence tools, and reporting processes.

- Hired, led a team of data scientists & developers and Business Intelligence Analysts and collaborated with sales leaders and key executives to align data strategies/priorities with the overall goals of the business. Re-positioned product as IoT (Internet of Things) data platform to capitalize on IoT market momentum.

Citi

Asst. Vice President

May 2008 - October 2014 (6 years 6 months)

HCL Tech, Hewlett Packard

Software Engineer, Lead, Architecture

2005 - 2008 (3 years)

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## Education

Northwestern University - Kellogg School of Management

Kellogg Accelerated Marketing Leadership Program · (June 2022 - December 2022)

University Institute of Technology, BU

Bachelor Of Engineering, Information Technology

Indian School Certificate, New Delhi

Council for the Indian School Certificate Examinations, Mathematics, Science & Computers