

An Interview with Babs Rangaiah

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“eMarketer is broad, it’s vast and it’s very thorough.”

—Babs Rangaiah

Former Vice President, Global Media Innovation & Ventures at Unilever



Former Vice President, Global Media Innovation & Ventures at Unilever

Babs Rangaiah was responsible for leading Unilever’s global new media vision and strategy and worked closely with the company’s ventures team to identify new digital investment opportunities. Prior to his current role, Rangaiah was the Vice President of Global Communications Planning for all Unilever global brands and was based in the company’s London headquarters. In London, he led a team that worked with Unilever brands to infuse new media strategy and channel integration into the creative development process.

Prior to joining Unilever, Rangaiah worked for Agency.com and in traditional media planning at DMB&B which merged with Leo Burnett Group and was subsequently acquired by Publicis Groupe.

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- Ritu Trivedi
Managing Director, Digital Marketplace, MediaVest



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Former Senior Vice President,
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- Jonathan Adams
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