

Kumar Kanagasabapathy

Chief Strategy Officer



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AWARD WINNING STRATEGY EXECUTIVE

Strategy executive with over two decades of global experience leading marketing transformation at scale. From the U.S. to APAC, I've helped some of the world's biggest brands connect data, culture, creativity, and technology to unlock growth. I have a unique combination of deep B2C and B2B experience that sharpens my ability to see audiences through both cultural and commercial lenses. At IPG, I led strategy for Amazon globally, setting the vision for a 1,400-person team. Now as APAC CSO, I drive connected strategy across 14 countries, designing solutions that are locally rooted, globally aligned, and built for what's next. Known for blending creative intuition with data-driven clarity, I believe the best marketing doesn't chase attention, it earns relevance by crafting stories, partnerships, and experiences people genuinely want.

EXPERIENCE

IPG MEDIABRANDS, SINGAPORE | 1/2025 to current | Chief Strategy Officer, APAC

Leading strategic transformation across 14 markets, rebuilding the strategy craft and product for IPG Mediabrands agencies including Initiative, Universal McCann, and Kinesso.

- Responsible for aligning IPG entities across media (Mediabrand), creative (Mullen, Mediabrands Content Studios), and audience strategy (Kinesso) through cross-functional collaboration across the globe led out of Singapore to deliver on Unilever's mission of building 'Social First' marketing
- Building and launching data and AI powered strategy products that improve go-to-market speed and differentiation in competitive APAC markets
- Secured multi million-dollar regional accounts including KFC, Volvo, and Bayer

INITIATIVE, LOS ANGELES | 8/2019 to 12/2024 | Global Chief Strategy Officer (Amazon)

Built and led a 40-person global strategy team responsible for designing bespoke solutions across 20+ Amazon lines of business spanning B2B, Retail, and Entertainment.

- Developed over 100 globally recognized, award-winning campaigns that drove measurable business growth, from turning Prime Day into a global phenomenon to propelling Prime Video franchises into mainstream success, making Ring a household name, and ensuring AWS's dominance in the cloud category
- Expanded Amazon's B2B marketing ecosystem by developing go-to-market strategies for AWS, Amazon Ads, and Amazon Business—aligning brand storytelling with demand generation. Partnered across sales, media, and creative to define audience frameworks, content journeys, and measurement models that connected marketing investment to pipeline growth
- Played a key role in IPG Mediabrands' transformation taskforce, developing integrated, tech and data-driven ways of working

ESSENCEMEDIACOM, LOS ANGELES | 11/2018 to 8/2019 | Senior Partner, Head of Strategy (adidas)

Established the strategy practice that sat horizontally across a 55-person team involving planning, analytics, social and programmatic. Developed the FY2019 strategic framework in collaboration with adidas, presented to 700+ employees at the NA headquarters, which became the annual marketing playbook for all adidas verticals (running, soccer, originals etc). Responsible for helping reset the balance between brand and performance marketing by shifting to a consumer-centric approach, sparking conversations across industry trades ([link to article](#)).

HORIZON MEDIA, LOS ANGELES | 2/2017 to 11/2018 | VP, Strategy

Clients: CA Lottery, Disney Channels Worldwide, Freeform, IFC, Movies Anywhere, STX, WebToon

ESSENCEMEDIACOM, LOS ANGELES | 11/2012 to 2/2017 | Group Strategy Director

Clients: NBCUniversal

WIEDEN + KENNEDY, PORTLAND | 3/2011 to 11/2012 | Senior Communications Planner

Clients: Target, Electronic Arts

GROUPM, NEW YORK | 8/2006 to 2/2011 | Communications Supervisor

Clients: Church & Dwight, Bloomberg, American Chemistry Council, Powermat

EDUCATION

VCU BRANDCENTER | Master of Science in Mass Communications