

Kumar Kanagasabapathy



ONE Pass (SG) & Green Card holder (US) | No employment sponsorship required



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CHIEF STRATEGY OFFICER | GLOBAL BRAND & COMMUNICATIONS STRATEGY LEADER

Seasoned strategist with 20+ years of global experience leading marketing transformation at scale. From the US to APAC, I've helped some of the world's biggest brands connect data, culture, and technology to unlock growth. I bring deep horizontal strategy experience, guiding marketing activation across creative, creator ecosystems, platform and partnership integrations, and paid and owned media. At IPG, I led global strategy for Amazon, setting the vision for a 1,400-person team.

Now, as APAC Chief Strategy Officer for Omnicom Media, I drive connected strategy across 14 countries, designing solutions that are locally rooted, globally aligned, and built for what's next. I believe the best marketing doesn't chase attention. It earns relevance by building systems, stories, and experiences people choose to engage with. My work has received multiple industry recognitions, including the Effies and Festival of Media, and I continue to serve as a juror and mentor to the next generation of marketing leaders.

EXPERIENCE

OMNICOM MEDIA, SINGAPORE | 1/2025 to Present | Chief Strategy Officer, APAC

Build and lead Omnicom Media's APAC strategy organization across Initiative and UM, shaping regional growth agendas and modern marketing frameworks for clients including Unilever, Levi's, and H&M across 14 markets.

- **Lead global strategy for Unilever Personal Care**, aligning Omnicom Media and McCann teams across markets to advance Unilever's social-first ambition through brand storytelling, creator partnerships, and culturally driven activation.
- **Architect Unilever's Brandverse**, creating toolkits that define narrative territories, cultural intersections, and collaboration opportunities across communities, creators, and partners, guiding how markets bring co-created brand experiences to life.
- **Lead Levi's APAC Hub strategy**, translating global cultural partnerships into locally resonant activations across Southeast Asia, including Levi's collaboration with BLACKPINK's Rosé across creators, platforms, and media ecosystems.
- **Shape H&M's regional marketing model in APAC**, helping operationalize a unified media and marketing approach across Japan, Korea, and Southeast Asia, with Seoul and Tokyo positioned as cultural halo cities to build regional relevance and momentum.
- **Drive regional growth across APAC**, helping secure multi-million-dollar mandates including KFC, Volvo, H&M, and Bayer, strengthening Omnicom Media's relationships with global marketers and expanding the agency's commercial footprint.

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

Built and led a 40-person global strategy organization across Amazon's Retail, B2B, and Entertainment businesses, creating agile operating models that delivered tailored communications and marketing strategies for more than 20 business units.

- **Led strategy across 100+ globally recognized campaigns** that drove measurable business growth, from helping transform Prime Day into a global cultural and commercial moment to accelerating Prime Video franchises, scaling Ring into a household brand, and reinforcing AWS's leadership in cloud.
- **Co-led an AI taskforce with Amazon stakeholders**, developing proprietary tools for knowledge management, generative creative workflows, and predictive audience modeling to modernize strategic planning and campaign development.
- **Built global strategic playbooks** and ways of working that unified campaign development across multiple agencies, including social and creator partners, while aligning in-house creative, brand, and marketing teams around a more connected operating model.

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

Built and led a cross-functional strategy capability across creative, planning, analytics, social, and programmatic for adidas.

- **Developed adidas' FY2019 strategic framework and marketing playbook**, adopted across key verticals including Running, Soccer, and Originals.
- **Rebalanced brand and performance marketing planning**, strengthening consumer-centric decision-making and cross-channel alignment across a 55-person team.
- **Presented the framework to 700+ employees at adidas headquarters**, helping embed a more unified, audience-led approach across the organization.

PRIOR STRATEGY ROLES | 2006 to 2018

Held increasingly senior strategy positions at top agencies including [Wieden + Kennedy](#), [EssenceMediacom](#), [GroupM](#), and [Horizon Media](#). Led work for Fortune 100 clients such as [Target](#), [NBCUniversal](#), [Disney](#), [Electronic Arts](#) and [Bloomberg](#) across brand strategy, media innovation, and integrated planning.

SKILLS

Brand & Communications Strategy | Cultural Intelligence | Creator & Platform Ecosystems | AI-Enabled Marketing | Data-Driven Decisioning | Content & Narrative Strategy | Stakeholder Leadership | Cross-Regional Transformation

EDUCATION

VCU BRANDCENTER | Master of Science in Mass Communications