

**Message from ISA Chairman Sunil Kataria to Members,
announcing appointment of Sushil Matey as CEO**



Dear Members,

We are pleased to announce the appointment of Mr. Sushil Matey as the **Chief Executive Officer (CEO)** of the **Indian Society of Advertisers**. This is in alignment with the ISA's vision to become **future ready to serve needs of advertisers** in a fast-changing, post COVID-19 world where digital is emerging as a catalyst in the industry.

As we transition rapidly into the new normal it is imperative for us to create a stronger value proposition of members and the fraternity as a whole. We also look forward to working closely with the WFA and creating a global benchmark in the industry.

Sushil Matey brings to the table over three decades of rich experience across B2C and B2B sectors spanning white goods, auto, building materials and lifestyle products. At a CXO level, he has built successful brands, turned around companies, and raised capital. An alumnus of IIM, Calcutta and electronics engineer from NIT, he brings in rich experience of strategy and building scale. His previous stints include working at corporates like GE, Godrej, Schneider, Johnson, Masco Corp. (USA) and Livpure. In his last assignment, he served as CEO at Livpure Smart Homes and Director Marketing at Livpure.

Sushil will lead the team of Hara and ISA Secretariat staff. I am pleased to welcome Sushil on board and look forward to him playing an instrumental role in realizing our vision and accelerating the pace of change.

We are confident that Sushil will take the ISA to newer heights working in close coordination with Secretary General Hara.

Regards

Sunil Kataria