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Aster DM Healthcare appoints Rahul Kadavakolu as Group CMO

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Kadavakolu has over 22 years of experience across industries



Aster DM Healthcare has announced the appointment of Rahul Kadavakolu as Group Chief Marketing Officer (CMO). In this role, Kadavakolu will be leading the overall Group Brand, Marketing, Communications and Go to Market strategy across the company by aligning closely with the strategic vision of the organization. The appointment comes amid the diversification of the company's business portfolio and its ongoing evolution and foray into different markets.

Kadavakolu has over 22 years of experience in Strategy, Branding, Marketing, Communication, Sports & Entertainment projects spanning across industries. Prior to joining Aster, he was with Rakuten Group, a conglomerate with 70+ businesses, where he led Global Branding, Marketing & Partnerships for the Group.

He was instrumental in inking partnerships with FC Barcelona, Golden State Warriors, NBA, Davis Cup and helped build strong associations with Stephen Curry, Andres Iniesta, Messi's Cirque Du Soleil show, Shakira's Eldorado World Tour, etc. to name a few. He also led the Global Sports Business.

Kadavakolu began his career in advertising at Hakuhodo Percept, managing a portfolio of Domestic and Japanese brands. He later went on to work for Ogilvy & Mather before transitioning into the IT & Digital Services industry. His longest stint was with Wipro where he held leadership positions within the brand and marketing function.