

Haresh Nayak launches Connect Network

Haresh Nayak was formerly with Dentsu in different roles...

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Haresh Nayak, former Dentsu veteran, has launched a new independent venture, Connect Network.

"This is an Independent Network for all clients and agencies. With tech playing such an important role we are also attempting to connect AdTech with MarTech to make communication more action oriented and result driven. We will bring the best talent, technology, commerce & & experience as our core to service clients across," Nayak said.

"With access to a diverse, comprehensive range of marketing solutions spanning brand advertising, brand experiences, corporate social responsibility (CS), shoppers marketing, out of home, sports marketing, smart city solutions, and numerous specialty communication services to drive bottom- line results for our clients," the company said in a press statement.

Headquartered in Mumbai, Connect Network will also have operations in Delhi, Bengaluru, Kolkata and Ahmedabad. Connect Network strives to be a leader across all consumer connection points in our endeavor to bring hum. and business insights with convergence of technology to create rewarding experiences.

Nayak is the former president, Posterscope APAC and COO, Dentsu Media Brands, MD, Posterscope India. Nayak left Posterscope in September.

Nayak joined the agency in 2008 as managing director, regional director, Posterscope APAC. In 2018, he was elevated to group MD, Posterscope South Asia.