

Haresh Nayak launches Connect Network

Nayak was group MD, Posterscope South Asia

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Haresh Nayak has announced the launch of his independent venture Connect Network.

Nayak was COO, Dentsu International, media service line and group MD, Posterscope South Asia.

His ambition with Connect Network is to be an Indian MNC, originating from India and expanding across the globe over time.

The agency will have access to a diverse range of marketing solutions spanning across brand advertising, brand experiences, corporate social responsibility, shoppers marketing, out of home, sports marketing, smart city solutions, and numerous speciality communication services.

Its headquarters will be in Mumbai with additional operations in New Delhi, Bengaluru, Kolkata and Ahmedabad.

Haresh Nayak, founder and CEO, Connect Network, said, "This is an Independent Network for all clients and agencies. Our ambition is also to make this a global network emerging out of India. With tech playing so much important role we are also attempting to connect AdTech with MarTech to make communication more action-oriented and result-driven. We will bring best talent, technology, commerce and experience as our core to service clients across."

Nayak has over 20 years of experience directing businesses across OOH, celebrity and sports management, influencer marketing, shoppers marketing, smart city and CSR advisories.