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PEOPLE SPOTTING

Connect Network Inc brings in Ashish Bhasin to mentor growth and transformation

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Bhasin will work with the Connect Network Board to help them drive exponential and sustainable growth, both organically and through M&A.

Connect Network Inc, the leading integrated marketing communications services company, specializing in OOH, Experiential and Digital Marketing services, has appointed The Bhasin Consulting Group to help enable fulfill their ambition of becoming the first India Out Global Marketing Communication Services Network.

Ashish Bhasin, founder of The Bhasin Consulting Group will personally mentor Connect Network Inc, with the key objective of bringing the company to global standards, by introducing best practices. Bhasin, with 35 years of global industry experience, will work with the Connect Network Board to help them drive exponential and sustainable growth, both organically and through M&A.

Commenting upon the new association, Ashish Bhasin, founder, The Bhasin Consulting Group, said “Haresh Nayak and his team have done a great job with the very successful launch of the Connect Network and in a short time have won several clients. However, our collective ambition is larger, to first make Connect Network Inc a leading Integrated Marketing Communications Services Agency in India and thereafter grow it in APAC and Middle East, before taking it global. There is also a tremendous market and a crying need for professionalizing marketing communications services in India. Connect have started with OOH and Experiential as