

Ramesh Nilakantan - Account Director, Publicis Diversité

Having earned his Bachelor of Commerce from the University of Bombay, Ramesh immediately immersed himself into the world of advertising. With over two decades in advertising in India and Dubai, Ramesh set his sites on Canada where he has spent the last seven years applying his craft in the multicultural market.

During his career he has developed communications for some of the largest brands such as Coca-Cola, Sony, Motorola, and BMW. During the last seven years, Ramesh has transferred his skills applying them to the growing multicultural market. He has been instrumental in developing multicultural communications for Ministry of Health and Long-Term Care, Rogers, Home Depot, CMHC, Elections Canada, Ministry of Energy and Infrastructure and ICICI Bank. The work that he has been involved with has included transcreation and original community specific creative in-language, and has included a range of media vehicles – Print, TV, Radio, Out-of-Home, Events and Geo-targeting.

Ramesh has a working knowledge of several South Asian languages and has spearheaded communications for the Chinese community along with targeting the many other ethno cultural communities i.e. Portuguese, Italian, Russian etc. He is truly a rare find.