



# Anand Rao

DIGITAL BUSINESS BUILDER

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Anand Rao's reputation precedes itself as an eBusiness builder and a technologist with deep marketing expertise. He has been an advisor to consumer brands, B2B companies, and private equity partners, and has proven invaluable to senior executives intent on both sharpening go-to-market strategies and successfully executing technology plays. He has helped companies create new or more powerful versions of their brands in record time.

Anand is driven by customer experience alongside financial and long-term strategic thinking. What makes his method so effective is his unconventional approach to balancing both 'facts and feelings', feelings being a mix of customer insights, intuition, and creativity. He is data driven but thrives by working in the unknown and the creative – a mix of creative marketer, data lover and technologist. His dedication to defining the problem first and thinking about solutions differently is what allows him to work quickly and boldly to generate the momentum a business needs to catalyze real change, fast.

Anand understands that digital marketing strategies and technology are two sides of the same coin and that in today's digital age, marketers can no longer be one dimensional. Brand building and lead-gen happen all at once via social media. Driving traffic via paid search and website conversion to a sale often happens within minutes. Traditional channels like TV are going digital, offering programmatic buying opportunities. And new technology platforms that leverage AI, automation, and 3rd party data are making hyper personalization possible.

Anand's digital business building career spans over 20 years, working across sectors ranging from consumer retail, healthcare, and financial services, for prestigious companies such as McKinsey, Apple and IBM. His expertise is now being put into practice within automotive retail as Senior Vice President, Head of eCommerce at AutoNation - America's largest and most recognized automotive retailer.

In addition to his current role, Anand serves as a board member for Vroom - an online used car retailer. He is a husband and dedicated father of two along with being a motoring enthusiast.

## Contact

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## Topics of Interest

**eCommerce**

**Brand Building**

**Digital Marketing**

**Data & Analytics**

**UX Design**

**Customer Experience**