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RAJA RAJAMANNAR

Raja Rajamannar is a visionary business leader with extensive senior management experience across multiple industries and global markets. He has led large-scale businesses at Fortune 500 companies spanning financial services, consumer-packaged goods, and healthcare, holding executive roles at Unilever, Citigroup, Anthem, and Mastercard. Throughout his career, he has successfully navigated highly regulated environments, spearheaded transformational strategies—both for growth and turnaround—and delivered significant shareholder value.

Beyond managing diverse businesses, Rajamannar has deep expertise in multiple corporate functions, including marketing & communications, innovation, sales and business development, corporate development (i.e. mergers and acquisitions), data analytics, and digital strategy.

During his role as the Chief Marketing & Communications Officer of Mastercard and President of its healthcare division, he oversaw Mastercard's global marketing and brand transformation. He was also responsible for identifying and developing business opportunities in emerging verticals such as healthcare.

Globally recognized for his groundbreaking marketing strategies and leadership in business transformation, Rajamannar was instrumental in redefining Mastercard's marketing approach, elevating it into one of the world's most valuable and innovative brands. His contributions have earned him numerous accolades, including WFA Global Marketer of the Year in 2018, recognition as one of Forbes' Top 5 World's Most Influential CMOs in 2018, inclusion in the Campaign Power 100, a spot on Business Insider's list of the 25 Most Innovative CMOs in the World, recognition as a Billboard Top Branding Power Player in 2018, and induction into The CMO Club Hall of Fame.

Rajamannar is the author of [*Quantum Marketing: Mastering the New Marketing Mindset for Tomorrow's Consumers*](#), a *Wall Street Journal* bestseller. In the book, Rajamannar shares breakthrough, frontier strategies to navigate the challenges marketers face to thrive in a modern business world that is changing with unprecedented speed and disruption.

Rajamannar also serves on the board of directors for PPL Corporation (NYSE:PPL) and holds positions on several non-profit boards, including Bon Secours Mercy Health, New York City Ballet, Cintrifuse, the Association of National Advertisers (ANA), and the World Federation of Advertisers (WFA).