



JOSHUA PROTTOY ADHIKARI

REGIONAL COMMERCIAL LEADER | ADTECH |
ENTERPRISE SALES | P&L GROWTH | GTM
STRATEGY

CONTACTS

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SUMMARY

- Regional Commercial Leader with 12+ years of experience leading commercial strategy, P&L ownership, enterprise sales, and market expansion across South Asia's AdTech ecosystem. Proven track record of delivering over US\$20M in annual revenue, leading cross-functional teams of up to 97 professionals, and driving sustainable EBITDA growth across seven markets. Recognized for building strategic partnerships with global brands and agencies while executing high-impact go-to-market strategies. Open to global leadership opportunities requiring relocation.

EXECUTIVE HIGHLIGHTS

US\$20M+ Annual Revenue Delivered
Regional P&L Ownership
97-Person Leadership
7 Countries Managed
60% Revenue Growth
Enterprise Clients
GTM Strategy
Executive Stakeholder Management

EXPERIENCE

ESKIMI

Dhaka, Bangladesh

Regional Director, South Asia

08/2023 - Present

Leading digital advertising operations in South Asia

- Lead regional commercial strategy and full P&L across South Asia, delivering sustainable revenue growth, profitability, and operational excellence across seven markets.
- Oversee multi-functional teams including Sales, Ad Operations, HR, Finance, and Engineering
- Define and execute go-to-market strategies for regional expansion and revenue acceleration
- Build and mentor high-performing teams by setting clear KPIs and promoting a culture of performance
- Partner with senior stakeholders and global leadership to strengthen strategic relationships
- Implement data-driven processes to enhance operational efficiency and resource optimization
- Oversee pricing models and margin management to maintain healthy revenue pipelines

ESKIMI

Dhaka, Bangladesh

Regional Growth Manager, South Asia

12/2021 - 07/2023

- Led market expansion into India and the Maldives while strengthening commercial operations across Bangladesh, Nepal, Pakistan, Sri Lanka, and Myanmar.
- Managed regional P&L and profitability across Bangladesh, Nepal, Sri Lanka, Myanmar, Pakistan, India, and Maldives.
- Achieved 15M+ USD Sales from India in the first year and delivered 22M+ USD Revenue in 2021-2022 fiscal year
- Managed a team of 97, including Country Managers and various departments

ESKIMI

Dhaka, Bangladesh

Country Manager, Bangladesh & Nepal

08/2020 - 12/2021

- Increased regional sales by 60% by developing markets in Bangladesh and Nepal.
- Improved financial health by maintaining P&L for 2 countries, resulting in a gain of 15%.

ESKIMI

Dhaka, Bangladesh

Country Manager, Bangladesh

08/2019 - 08/2020

- Led Sales & Market Development efforts in Bangladesh
- Owled regional P&L and supported team development to strengthen market performance in Bangladesh.

ESKIMI

Dhaka, Bangladesh

Business Development Manager, Bangladesh

01/2018 - 08/2019

- Secured strategic partnerships with GroupM, Nestlé, and Telenor, expanding enterprise revenue and accelerating Eskimi's market penetration in Bangladesh.



STRENGTHS

- Leadership & Strategic Planning**
Proven ability to lead cross-functional teams and develop strategic market expansion efforts
- Partnership Development & Revenue Growth**
Ability to foster strong partnerships and drive revenue growth in competitive markets



KEY ACHIEVEMENTS

- Revenue Growth and Operational Excellence**
Achieved consistent double-digit EBITDA growth and drove record-high \$20M+ annual revenue
- Team Leadership and Partnership Development**
Successfully managed a large team and developed strategic partnerships with major global agency networks



LANGUAGES

ENGLISH	Proficient	
BENGALI	Native	
HINDI	Proficient	



CORE COMPETENCIES

Business Development · GTM Strategy · Strategic Partnerships · P&L Management

Programmatic Advertising · Media Buying · Campaign Optimization · Adtech Ecosystem · Data Analytics · Data-Driven Marketing

Cross-Functional Team Building · Stakeholder Engagement · C-Suite Collaboration



EXPERIENCE

- TARGETOO B.V**09/2016 - 12/2017
- Business Development Manager, APAC
 - Successfully onboarded and managed major clients, including GroupM, Disney, and Nike, ensuring seamless integration and driving strong client relationships.
- Widespace AB**04/2014 - 08/2016
- Campaign Manager
 - Drove campaign strategy and execution for **Fortune 500 and global consumer brands** including **Volvo, Coca-Cola, IKEA, and P&G**, leveraging data-driven insights to enhance engagement, ROI, and platform efficiency.



EDUCATION

- St. Xavier's College**Kolkata, India
- Bachelors in Commerce, Marketing01/2010 - 12/2013
- Notre Dame College**Dhaka, Bangladesh
- Higher Secondary Graduation01/2008 - 12/2009
- St. Joseph Higher Secondary School**Dhaka, Bangladesh
- Secondary School Graduation01/2006 - 12/2007

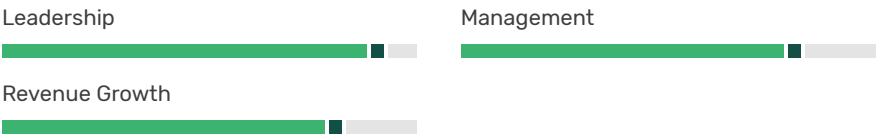


CERTIFICATIONS

- Building AI**University of Helsinki - Sept 2025
- Elements of AI**University of Helsinki- Sept 2025
- Brand Advertising Certificate**Eskimi - March 2025
- The Online Marketing Fundamentals**Google



INDUSTRY EXPERTISE



PLATFORM SKILLS

- Google Ads
DV360
Google Analytics
Pipedrive
Salesforce
Claude
Adjust, AppsFlyer, IAS
- Eskimi DSP
Meta Ads
Power BI
Looker Studio



ADDITIONAL SKILLS

AI-Driven Marketing ·
Sustainability & Purpose-Driven Branding ·
Digital Transformation & Automation Strategy ·
Growth Experimentation & A/B Testing ·
Innovation Management ·
Customer Lifecycle Optimization



SELECTED SPEAKING ENGAGEMENTS

Guest Lecturer – Department of Marketing, University of Dhaka

Guest Lecturer – North South University

Corporate Trainer – Delivered executive workshops for 500+ brand managers, media planners, and marketing leaders from leading agencies, conglomerates, and enterprise brands across South Asia.

Regional Speaker – Programmatic Advertising & AI in Marketing

Executive Workshops across India, Bangladesh, Pakistan, Nepal, and Sri Lanka



EXECUTIVE LEADERSHIP & INDUSTRY IMPACT

- Invited as a guest speaker and trainer at leading universities and corporate organizations, delivering executive sessions on digital advertising, programmatic media, and emerging AdTech trends.
- Conducted strategic workshops for over **500+ brand managers and marketing leaders**, enabling organizations to strengthen digital marketing capabilities and programmatic adoption.
- Represented Eskimi at regional conferences, executive meetings, and client leadership forums across South Asia.
- Served as a trusted advisor to C-level executives, media agencies, and enterprise brands on digital transformation and commercial growth strategies.