

Summary

Babs Rangaiah is a graduate of Columbia University's Advanced Executive Coaching Certification Program at Columbia University in NY.

In his most recent role as an SVP at ViacomCBS, he led on-air promotions, media, performance marketing and data solutions. His directive was to modernize their media and digital marketing approach to drive both linear ratings as well as streaming app downloads.

Before joining ViacomCBS, Babs was Executive Partner, Management Consulting at IBM, where he led B2B marketing solutions for IBM's Interactive Experiences (iX) division. Prior to that, Babs spent the bulk of his career at Unilever as the Vice President of Global Communications Planning for all Unilever Global Brands, based in their London Headquarters. He was responsible for digital transformation across the marketing organization and oversaw a team that worked with Global Brands and local geographies to infuse Digital Strategy and Integrated Channel thinking into the creative development process.

Under his leadership, Unilever was recognized as one of the best and most innovative companies in its use of marketing. In 2008 & again in 2012, Unilever was named "Digital Marketer of the Year" by Advertising Age & in 2008 was named CPG marketer of the Year by MediaPost. Babs was also named one of Advertising Age's 2007 Media Mavens, one of OMMA's 2008 All-Stars, one of The Internationalists "2009 International Marketers of the Year", one of The Media Festivals, 2010 Executives of the Year, Digiday's 2011 top marketing "tweeter" and of the Internationalists 2013 top 100 marketers.

Prior to joining Unilever, Babs spent 3 ½ years as the Vice President, Client Services for the interactive firm AGENCY.COM and several

years at the advertising agency, DMB&B, most recently as a Vice President on Procter & Gamble.

Babs was born just outside Bangalore, India, has lived in London, UK and currently resides in Westchester, NY with his wife & three children.

Experience

cc:babs

Chief Executive Officer

August 2021 - Present (2 years 9 months)

New York, United States

Paramount

Senior Vice President, Media, Promotions & Analytics

August 2020 - August 2021 (1 year 1 month)

IBM

Executive Partner, Management Consulting, Digital Transformation/
Marketing Orgs.

May 2016 - August 2020 (4 years 4 months)

Astor Place, New York, NY

Unilever

Vice President, Digital Transformation & Global Communications
Planning

February 2002 - March 2016 (14 years 2 months)

Agency.com

Vice President, Digital Marketing

1999 - 2002 (3 years)

DMB&B

Vice President, Media

1992 - 1999 (7 years)

Client: Procter & Gamble (Pampers, Always, Dawn, Ivory Snow, Scope)

Education

Columbia University in the City of New York

Executive Coaching ACI Advanced Certification, Business Administration and
Management, General · (September 2021 - June 2022)