



Rahul Welde
Regional Vice President - Media
Unilever

Rahul Welde is the Regional Vice President - Media at Unilever.

He is responsible for driving the media and communication agenda through a network of agencies and partners in the region. He has played a pivotal role in driving digital in the region with key strategic partnerships with global as well as regional players. He is a strong advocate of non-traditional thinking and a number of projects under his stewardship have received wide acclaim and recognition.

Rahul has been with Unilever since 1991 and has benefited from diverse exposure and challenging assignments across businesses and functions.

Rahul is also actively involved in industry issues and is the Regional VP Media & Marketing for The World Federation of Advertisers (WFA) and Chairman of Mobile Marketing Association (MMA), APAC.