



## **Bharath Ram**

*Chief Product Officer - JioStar*

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Bharath Ram is the Chief Product Officer at JioStar, leading consumer experience, adtech, and design for JioHotstar, the network's flagship digital streaming platform. With over two decades of global leadership in technology and media, he drives a focus on delivering an exceptional consumer experience across living room and mobile devices, bringing in seamless, immersive, and high-performance live sports and entertainment experiences at scale.

In his role, Bharath is focused on building a world-class app experience (look and feel/design) and enhancing user engagement (optimizing content discovery via personalization), including the end-to-end content journey—from discovery and engagement to sustained loyalty. Working at the intersection of technology, design, content, and data, he leads cross-functional collaboration to deliver scalable, high-performance experiences tailored to India's next billion users. Bharath helps drive revenue growth (by creating ad and subscription strategies), thereby ensuring not only consumer growth and retention, but also advertiser satisfaction and a high scale of platform subscribers.

Before taking on his current role, Bharath spent about 22 years in the US. He completed a Master's degree in Computer Engineering from The Ohio State University and an MBA from the University of Michigan – Stephen M. Ross School of Business. Post-MBA, Bharath worked on Microsoft's Product Management team in Seattle, focusing on building pricing strategy and purchase experience for key Microsoft products. He then joined Amazon Prime Video's Seattle team, leading product management for content discovery and personalization for living room and mobile devices.

After Prime Video, Bharath moved to the San Francisco Bay Area to join Instagram. He was among the founding PMs at Instagram Ads, where he spent five years as Head of Product for Instagram Core Ads, playing a key role in monetization strategies and ad innovations. After a successful stint in the US, Bharath returned to India in 2020 and served as Senior Vice President at Flipkart, where he led all of Flipkart's design and product, data science, and engineering for platform growth and retention. Here, he was responsible for Flipkart's Lifestyle, Grocery, and Travel (Cleartrip) categories.