

Sushant Sreeram

Head – Marketing, JioStar

Sushant Sreeram is the Head of Marketing at JioStar, India's largest and most diverse entertainment powerhouse. In this role, he leads brand strategy across JioStar's expansive portfolio, steering consumer engagement through innovative marketing initiatives and data-driven insights.

Additionally, his focus is to lead the content strategy, platform growth, and international content acquisitions for JioHotstar, JioStar's flagship digital entertainment platform. Under his leadership, JioHotstar has grown rapidly to become India's leading streaming service, driven by a well-curated and diverse content portfolio. Sushant plays a pivotal role in further expanding JioHotstar's reach through international partnerships, including those with global studios like Warner Bros. Discovery and NBCUniversal, ensuring the platform remains at the forefront of India's digital entertainment landscape.

Sushant's distinguished career began with FMCG major Hindustan Unilever and has spanned over two decades, including leadership roles across industries like consumer-packaged goods, eCommerce, consumer electronics, and travel. Prior to joining Viacom18, he served as the Country Director for Prime Video India, wherein he was responsible for scaling the platform's presence in the country. He spearheaded the marketing function for brands like Xiaomi, HolidayIQ, and eBay, in India. His experience also includes his entrepreneurial stint as the co-founder of Inkfruit, a democratic lifestyle brand that collaborated with designers from across the world.

An alumnus of IIT Madras, Sushant brings a wealth of cross-industry experience and a deep understanding of the evolving digital landscape. A musician back in the day, Sushant's more recent interest in travel has him diving into a diverse array of cultures and cuisines across the world!