



## **Bhaskar Ramesh**

*Head - Entertainment Sales, Digital - JioStar*

---

Bhaskar Ramesh is a seasoned business leader with over two decades of experience across technology, consumer products, digital monetization, and omnichannel business transformation. As the Head of Entertainment Sales, Digital at JioStar, he is responsible for driving the company's digital advertising growth and strengthening strategic partnerships with brands in an increasingly dynamic and evolving media ecosystem.

In his current role, Bhaskar is focused on building a modern, data-led advertising ecosystem that delivers measurable outcomes for advertisers, while unlocking new revenue streams and deepening long-term client relationships. With a strong understanding of digital-first environments and a sharp strategic lens, he brings a future-forward approach to scaling digital monetization and accelerating innovation across platforms.

Prior to joining JioStar, Bhaskar served as Director – Omnichannel Businesses at Google India, where he was a core member of the India leadership team. During his tenure, he played a pivotal role in shaping YouTube India's growth, leading key initiatives across monetization and product strategy, and addressing ecosystem challenges across planning, pricing, and measurement. He has worked closely with some of India's largest brands, advising CXOs on digital transformation and growth strategies.

Bhaskar has also held leadership roles at Godrej, Marico, and Reliance Broadcast Network, building a diverse and impactful professional journey across industries.

Outside of work, Bhaskar is a keen reader and runner, and a strong advocate for inclusion and community building. He lives in Mumbai with his wife and two children.

He holds a Post-Graduate Diploma in Management from SP Jain Institute of Management & Research.