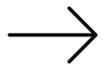


# OUR TEAM

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As the Digital Head and Growth Manager, I lead the company’s end-to-end digital growth strategy, managing and mentoring a team of digital marketing executives to deliver measurable business impact. I oversee high-performance paid campaigns across Google Ads and Meta platforms, while driving long-term visibility through SEO and AEO optimization. From defining the website’s digital foundation to planning and executing data-driven paid campaigns, I ensure every channel works cohesively toward growth, scalability, and strong ROI—aligning brand objectives, user intent, and performance insights into a unified digital strategy.



**Sandeep Athikkal**  
**Chief Digital Officer**

