

Pradeep Chopra (CEO, Digital Vidya)

Among the pioneers of Digital Marketing in India, Pradeep has been part of the Internet Industry since 1999. He is a Co-founder and CEO of [Digital Vidya](#), India's premier Digital Marketing training company.

Pradeep has personally **trained & advised over 1500 professionals including CEOs** across India, Singapore & Malaysia in helping them meet their business objectives using Digital Marketing.

Pradeep is an international speaker & an author on Digital Marketing & Entrepreneurship. He's one of the most sought after speakers in Digital Marketing and his speaking assignments include **Search Engine Strategies (USA)**, World Social Media Summit at Kuala Lumpur, Social Media Workshops in Singapore, Click Asia Summit, Global Youth Marketing Forum and NASSCOM India Leadership Forum in India. He writes on Entrepreneurship and Digital Marketing for **Wall Street Journal, Inc & Entrepreneur Magazines**.

A graduate from IIT Delhi, Pradeep is a core member of the Global Committee at SEMPO (Search Engine Marketing Professional Organization), a non-profit that nurtures the growth of Digital Marketing globally. His obsession for the digital medium has led him to believe that the Internet connectivity is more important than the water supply :). He's reachable on Twitter [@pradeepchopra](#) and on [LinkedIn](#).