

Speaker Biography & Background



Rajiv Dingra, Founder and CEO of WATConsult (Owned & Promoted by WATMedia Pvt Ltd) runs India's leading social media agency, WATConsult which was founded in January 2007. A thought leader in the social media space, Rajiv has worked with 50+ clients across US, UK & India. At a young age of 26, he has consulted and built several successful social media campaigns for clients across B2B and B2C verticals. Some of the clients include P&G, Warner Bros, Tata Tea, Godrej & SAP India and Kotak Bank. Rajiv currently leads a 65 people social media team at WATConsult.

Also known as a prolific tech blogger, Rajiv is the face of the best digital media technology blog in India* called WATBlog.com. He was on the jury of The First international Social Media Awards (Bees Awards - San Francisco) granting recognition to the best of the Social Media practices of the year 2009. Rajiv is an active promoter of the entrepreneurship culture in India and his proficiency lies in topics related to Social Media in India. He has written feature articles on Social Media in Business Standard, Wall Street Journal (WSJ) and Entrepreneur Magazine

Rajiv is an active member of TIE (The Indus Entrepreneurs), a mentor at IIT Entrepreneurship Summit and an Alumni Advisor to the Jai Hind College Entrepreneurship Cell. He has been a speaker, mentor and advisor to Ecell's across premiere institutes like IIM's, IIT's and Jai Hind College. At present, Mr. Rajiv Dingra is a guest faculty lecturer in EMDI Institute.

Rajiv is an extremely well known speaker and has been part of several panel discussions on digital media and telecom in India. He has been a speaker at various events like the Digital Media Conclave, SIIB – Coffee, Conversation & Marketing, India Search Summit, Samridhi'10 – Social Media and Business at Goa Institute of Management - Aug 2010, Simply Social, Internet Marketing Summit India 2010 Startup Saturday, 2010, Yahoo Digital Media event, Eximus – IIM Bangalore event, Social media evolution event organized by the Social Media. Recently he was one of the speakers in Global Youth Marketing Forum, Click Asia Summit 2011 and Social Media Enterprise Forum 2011, Dubai.

Rajiv has graduated in Management Studies from Jai Hind College and has a MBA degree in Marketing Management from Welingkars Institute of Management. His passions include Cricket and Reading. His favorite book is The Greatness Guide by Robin Sharma.