

YAAGNESHWARAN GANESH

Author • Speaker • Marketer • Philosopher

Yaag's Profile

Yaag is recognized by The World Marketing Congress as one of the Marketing Mavericks, in association with the World Federation of Marketing Professionals.

He is the Director of Marketing at Avoma. He enjoys helping early stage martech startups with their content, more specially in building their narrative and category. He plays an active role in the Google for Startups initiative called 'The Startup Weekend.'

He is among the top 100 global martech influencers. He is also a best-selling author of 8 books.

Yaag is also the host of The ABM Conversations Podcast. It features some of the hegemony in marketing, such as Seth Godin, Guy Kawasaki, Rand Fishkin, David Cancel, Jason Barnard, Jon Miller, Stephanie Cox, and several other change-makers of the business world.

He speaks at international business forums such as TEDx, Performance Marketing Moscow, Chamber of Commerce Netherlands, The World Marketing Congress, and academic institutions such as the IITs, Saxion University of Applied Sciences and more.



Award-winning marketer, author, podcaster and a TEDx speaker.