

## Aureus Analytics' Marketing Head recognized as a leading Marketing Technology Influencer



30<sup>th</sup> Nov, 2015, Mumbai: The [World Marketing Congress](#) recently recognized leaders from the Marketing world in an event organized in Mumbai. The citations covered marketing leaders and influencer from across industries.

Ketan Pandit, Director – Marketing and Brand, Aureus Analytics was recognized as a MarTech (Marketing Technology) influencer in 2015. The award recognizes exemplary contribution to the application of existing and new technologies and methods in marketing and covers business to business and business to consumer scenarios.

The citation is endorsed by the [CMO Council](#) and CMO Asia. The CMO Council is a global peer network of marketing leaders worldwide and drives thought leadership in this space.

This is the second recognition in a span of a couple months that team Aureus has achieved. The earlier recognition was Dr. Karnik making it to the [top 10 data scientist in India](#) listing by the Analytics India Magazine.

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