

ROHAN SARAF

Marketing Leader · Paid, Growth, Brand & Creative · EMEA & APAC · Ex-Google

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PROFILE

Ex-Google marketing leader with ~20 years of international experience across EMEA and APAC, spanning agency, in-house and platform roles. Former Sr Agency Account Manager at Google Barcelona and former CMO. Across my career I have managed ~\$100M in ad spend, leading paid media, growth, brand & creative and full marketing functions with teams of 5-8 and \$1M-\$3M annual budgets. I connect brand strategy to performance and build the measurement underneath (AI workflows and single-source-of-truth reporting) so spend and revenue share one truth.

KEY RESULTS

- ~\$100M in client ad spend managed across career; £7.8M annual UK & Ireland agency portfolio at Google.
- 12:1 ROAS and €2.8M recurring revenue as CMO at Fresh Greens on €750K-€1.2M annual ad spend.
- Blinkit brand-keyword ROAS of 33-46x for Priya Foods; April 2026 blended 3.74x on ₹5.07L spend → ₹18.98L revenue.
- Del Monte ROAS lifted from 3.4x to 8.3x in 6 months; 30-45% YoY ROI growth and CAC -15-22% for Del Monte and PNB MetLife.

EXPERIENCE

Sr Marketing Consultant | Ants Digital · Remote

Aug 2022 – Present

- Teleperformance India: AI-driven programmatic and predictive B2B lead funnels — lead quality +40%, conversion cycles -25%.
- Ramoji Film City (with Sony Pictures): media buying that lowered CAC and scaled audience engagement 2.5x; Shin Chan launch: CAC -30%, ROAS +60%, footfall +45%.
- Priya Foods quick commerce: brand vs non-brand vs competitor architecture — brand 33-46x, non-brand ~5x; competitor spend (0.7-1.0x) exposed and cut.
- Margadarsi (BFSI lead gen, Google + Meta, Apr-Jul 2026): search impression share 12.8% → 25.1%; blended CPL ₹223; junk rate 12.9% vs 45-60% BFSI band; Hot→Sale 2.11% → 5.00%.
- Built agentic AI modules (OpenClaw, Hermes), predictive engines on 35+ years of historical data, and OmniView, a marketing-intelligence platform unifying 28+ channels.

SVP, Growth | Digital Upshot · Barcelona, Spain

Oct 2020 – Feb 2022

- Del Monte and PNB MetLife: 30-45% YoY ROI growth and CAC -15-22% through data-led media planning on \$1M-\$3M annual budgets.
- Up to 5x ROAS across paid search and social; scaled affiliate and programmatic-native acquisition by 60% without extra spend.
- Real-time Power BI / GA4 dashboards bridging SEO, paid media and programmatic.

Chief Marketing Officer | Fresh Greens · Valencia, Spain

Jan 2018 – Sep 2020

- 12:1 ROAS and €2.8M recurring revenue for the e-commerce business on €750K-€1.2M annual ad spend.
- Led a team of 6 across paid search, social, influencer and email; owned brand, creative and growth.

Sr Agency Account Manager | Google · Barcelona, Spain

Dec 2016 – Jan 2018

- Managed a £7.8M annual portfolio of UK & Ireland partner agencies, improving campaign performance.
- Guided partner agencies on best practice, growing annual ad spend and ROI.

Head of Marketing | Prestamos Prima · Barcelona, Spain

Nov 2015 – Dec 2016

- Owned every marketing channel and evolved the mix with new media.
- Aligned agency performance KPIs with brand goals.

SELECTED CLIENT WORK

- D2C marketplaces: Beanies & Coffeeway (UK) sales 3x in 2 months; Del Monte India sales 2x in 3 months; Bernshenn (UK) sales +136% over 4 quarters, ROAS +135%, CVR +108%.

- Paid media vs category leaders (Sep 2024 – Jan 2025): PNB MetLife CVR 0.58% → 3.67%, CPA –77.48%; Amity University CVR 1.45% → 8%, CPL –58.93%; Waves OTT 1.4M downloads vs 1M goal, cost per download –58.4%.

SKILLS

- Leadership: marketing strategy, brand & creative direction, positioning, product launches, team leadership & coaching, agency management, budget ownership
- Paid & growth: Google Ads, Meta, DV360 / programmatic, affiliate, quick commerce & marketplaces (Blinkit, Zepto, BigBasket, Amazon), SEO/SEA, demand generation, funnel & CAC/ROAS optimisation
- Data & AI: GA4, Power BI, Data Studio, HubSpot, n8n, Make.com, sGTM on GCP, CrewAI, Gemini Pro, PostgreSQL

EDUCATION, CERTIFICATIONS & LANGUAGES

- MA Linguistics, EFLU (2007)
- Google Ads Certification (Google) · Programmatic Media Buying – DV360 (Google Marketing Platform, 2019) · HubSpot Marketing Software (HubSpot Academy, 2021)
- Languages: English (native) · Spanish (A2) · Dutch (basic)