

Rahul Jauhari

Founder & Managing Partner, Flibbr® Consulting · Bengaluru, India

BIOGRAPHY — SHORT

Rahul Jauhari has spent almost three decades arguing that creative thinking is the most undervalued asset in business. He has worked across McCann Worldgroup, Lintas, Everest Brand Solutions and two long stints at Rediffusion — which he last led as Joint President and Chief Creative Officer. He now manages Flibbr® Consulting, a globally awarded consulting firm he and Hari Ganesh founded in January 2022.

BIOGRAPHY — LONG

In a short span of 4 years, Rahul and his team have created a body of work that has won top honors in the biggest awards in the world — WARC Gold, the Effie Global Best of the Best, the PepsiCo BAM Awards in New York, Effie India, ABBY One Show and MADDYs, to name a few.

He has been a jury member and winner at Cannes Lions and continues to judge the ABBY One Show every year.

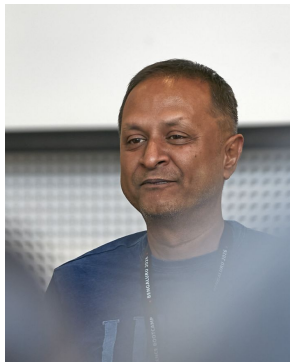
Rahul is passionate about empowering entrepreneurs and emerging businesses, and has brought together some of the best brains in the business to provide training in branding with the Brand Intelligence Bootcamp, a proprietary learning program run by Flibbr® Consulting.

He writes regularly for The Dispatch — on creative thinking, AI, and the brands that get it right — and spends his free time building Earthness, his farming venture in Bengaluru, where he is based.

HEADSHOTS — FOR EDITORIAL USE



On stage



Portrait



In conversation



At the bootcamp

FACT SHEET

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|-------------|--------------------------------------------------------------------------------|
| NAME | Rahul Jauhari |
| ROLE | Founder & Managing Partner, Flibbr® Consulting |
| BASED | Bengaluru, India |
| EXPERIENCE | Nearly 30 years as Chief Creative Officer & agency head |
| RECOGNITION | Cannes Lions · WARC · Effie Global · Effie India · Spikes Asia · ABBY One Show |
| ALSO | Founder, Earthness™ |
| LANGUAGES | Bengali · Hindi · English |

SPEAKS & COMMENTS ON

Brand strategy & positioning · Insightful Creativity · Creativity as a business asset · Advertising ethics · Using AI with judgement · The Indian creative industry · Regional & southern-market work

PRESS ENQUIRIES

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