Daya Jadhav

CMO & Commercial Growth Leader | GTM · Demand · Market Expansion

Daya Jadhav connects marketing, customer insight and commercial strategy to measurable growth. With 21 years across 9 industries and 23 international markets, she has worked across telecom, real estate, consumer, B2B, hospitality, e-commerce, events and technology-enabled businesses.

21	23	9	75
years of experience	markets and territories	industries	direct reports at Lycamobile

Selected commercial outcomes

LYCAMOBILE	YORK HOLDING GROUP	SOBHA
GBP 90,728,644 in new-customer acquisition revenue during the festive campaign series. Programmatic display delivered 19x ROAS. Led 75 direct reports. Total monthly marketing budget: USD 12 million.	**9,736 unique qualified investor leads** over seven months. Cost per qualified lead reduced from USD 340 to USD 38.	**36% improvement** in lead-to-qualified-conversation conversion from June to November 2019. Psychographic segmentation was the largest contribution.

Experience

Apr 2024 to Present **Nexus Collective**	**Partner & Marketing Strategy Lead** Advisory engagement.
Oct 2022 to Mar 2024 **York Holding Group**	**Group Chief Marketing Officer** Dubai.
Apr 2021 to Aug 2022 **Lycamobile Group**	**Director, Digital Marketing & Commercial Growth** London; 23-market remit.
Feb 2019 to Feb 2021 **Sobha Ltd. & Sobha Realty**	**Global Investor Marketing; Head of Performance Marketing & Commercial Growth** Bengaluru and Dubai.

Education & executive learning

MBA, Marketing, Annamalai University (July 2022) · **BA, Psychology**, University of Mumbai (March 2010)
AI Generalist Accelerator, OutSkill (December 2025) · **AI Sprint: Open Source AI & Graph Engineering**, OutSkill (2026)
Executive programmes in ESG Leadership (Oxford Saïd) and Corporate Governance (Wharton); Independent Director Certification (IoD India), in progress.

Speaking

Middle East Generative AI & Analytics Summit 2025 · Panel Discussion 4 · “Heading into 2025 & Beyond: Reshaping Digital Agendas with Generative AI.”

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