

Jayna Kothary
Global Chief Technology Officer
MRM

Jayna is a passionate technologist with a consumer obsession.

As CTO of MRM, Jayna leads Technology, Customer Experiences, Commerce and Invention globally, with a focus on building, leveraging and integrating these services to drive client business growth.

Having worked on a number of brands both agency, consultancy and client side, she has deep expertise in building consumer centric experiences for brands, leveraging data and technology. This comes with extensive knowledge of marketing technology platforms including Adobe, Salesforce and Google, as well as how to leverage innovators and start-ups to build competitive advantage in an increasing competitive and demanding world.