

## Truesight Consulting Expands to India

Recently launched New York-based Truesight Consulting has opened an office in Delhi, which will serve as its main office for India and a regional hub for Asia. As part of the launch, the firm has appointed Nitesh Sahay as Managing Director and Associate Partner.

Truesight, which was [launched](#) by marketers David Dixon and Sebastian Shapiro in December, offers a combination of technology, data modeling and business intelligence solutions. The new operation in Delhi will provide full service advanced marketing analytics and solutions for both regional and international clients. Three senior-level marketing analytics consultants plus support staff have joined the business alongside Sahay (pictured).

Sahay will act as country leader for India and regional leader for Asia. He previously worked with Dixon and Shapiro at Publicis-owned marketing analytics specialist Ninah Consulting, where he served as Regional Director - APAC. Before this, he was Manager of Symphony Marketing Solutions leading a team of analysts involved in market mix modeling for CPG and pharma clients, and earlier he worked as a Senior Economist at Datamonitor. Dixon says that Sahay brings a 'level of experience, rigor and expertise that is virtually unmatched in the industry'.



In addition to his new client-facing and management responsibilities, Sahay will also use his academic background and long-standing relationships in academia to help support Truesight's global R&D and innovation efforts. Commenting on the launch and appointment, Shapiro said: 'India and greater Asia are vital to our firm and represent huge opportunities. India is poised to become the 5th largest economy in the world in 2018 and was one of the top six fastest growing economies during 2017. Few people know the region's marketing landscape better than Mr. Sahay, and we've already had overwhelming response and support for launching Truesight in India and Asia directly from companies in those markets'.

Web site: [www.truesight.consulting](http://www.truesight.consulting) .

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