

# CEO *Insights*

CEOs FROM AD AGENCIES – 2024

**CEO** *Insights* **TOP 10**  
**CEOs FROM AD AGENCIES**  
**2024**



**Certificate Of Recognition**

**CEO** *Insights*

IS PROUD TO PRESENT

**SHELLY BHASIN**

FOUNDER & CEO, CRUX CREATIVE SOLUTIONS

AS ONE OF THE

**Top 10 CEOs from Ad Agencies – 2024**

This is an annual recognition that showcases exceptional business leaders in the advertising industry who guide the organization to its future by setting benchmarks across several key parameters.

*Sujith*  
**Sujith Vasudevan**  
Managing Editor



## SHELLY BHASIN

### A VISIONARY LEADER TRANSFORMING BRANDS WITH CREATIVE BRILLIANCE

**T**he branding agency industry in India is witnessing substantial growth, propelled by the country's burgeoning business landscape and the increasing importance placed on effective brand representation. This sector is pivotal in helping businesses establish a unique identity and connect with their target audience. In this dynamic market, Shelly Bhasin stands out as a prominent leader, serving as the Founder & CEO of Crux Creative Solutions. With over 22 years of diverse professional experience, Shelly has honed her Marketing & Branding, Project Management, and People Management skills. She has vast experience in sales, marketing, branding, and event-hosting activities. She leads her team by example and focuses on bringing out the best in the people. As the driving force behind Crux Creative Solutions, Shelly empowers brands by providing top-tier creative branding solutions, exemplifying leadership that inspires her team to excel in branding, digital marketing, and business conferences across various sectors. Let's discover more insights from her in this interaction.

**Could you concisely overview your professional journey, highlighting key milestones shaping your current position?**

My professional journey started in 1999 as a branch manager for a company specializing in printing materials for both large and small formats. While working here at an early career stage, I learned various things, starting from sales and business development, HR & marketing. Primarily I learned multitasking. Subsequently, I transitioned into the advertising industry, and I worked with renowned brands such as

Titan, Tanishq, HP, and others. During this phase, I discovered my passion for creativity, branding, and design strategies.

In my third role, I played a pivotal role in establishing a brand from scratch, offering insights into building a company. Motivated to create something distinctive, I eventually founded Crux Creative Solutions. I recognised a gap in the market for flexible and customer-centric creative agencies, so I aimed to redefine industry standards by being flexible and innovative at the same time. Crux was established to provide unique and impactful designs that align seamlessly with clients' expectations. This venture reflects my commitment to flexibility, creativity, and customer satisfaction.

**Could you share an overview of Crux Creative Solutions' journey since its inception?**

Our journey has been marked by many significant milestones, particularly considering the challenges of establishing ourselves in a highly competitive market. A pivotal moment was securing the Sony PSD division as our first major client, which set the stage for subsequent collaborations with numerous multinational clients. This achievement bolstered our reputation and inspired a clear vision for our future endeavours.

Over time, we have successfully worked with prominent industry players and emerging startups. Notably, our contributions to startups' marketing and advertising campaigns have played a role in their substantial market funding and ongoing success for our clients. Carlelo and Daewoo India are examples of this. Our commitment to delivering impactful solutions remains unwavering, ensuring a diverse and successful portfolio with clients ranging from industry giants to innovative startups.

**What methodologies are employed in formulating effective corporate growth strategies for your company? What specific aspects take precedence in your approach?**

Developing robust corporate growth strategies requires a thorough and multifaceted methodology. Key factors integral to our approach include a comprehensive market analysis to discern market dynamics, customer insights, and a competitive

landscape evaluation. Understanding emerging industry trends is paramount, allowing us to identify opportunities for expansion and innovation, thereby leading to sustainable growth.

At the core of our strategy is a focus on client satisfaction. Recognising that clients are the ultimate beneficiaries, we strive to provide them with innovative, creative strategies aligned with evolving industry needs. Staying ahead of the curve is achieved by continuously growing our services as per the market demand and by hiring the right talent.

The recruitment of skilled individuals is crucial to our success. While my co-founder and I may possess specific insights, the diversity of our team's expertise ensures a collective capability to address various challenges. Cultivating a capable and efficient workforce is fundamental to our strategy. Additionally, we emphasise nurturing long-term client relationships, evident in our enduring partnerships with our longest-serving clients spanning over six years.

**Could you guide for emerging industry leaders entering this domain?**

I advise cultivating a mindset of curiosity and adaptability. In an ever-evolving advertising landscape, adapting to change is paramount. Continuous learning is crucial, as complacency can hinder survival in this dynamic industry. Building solid relationships with clients and teams is essential, as is fostering collaboration and trust, especially when navigating tight deadlines.

**Where do you see yourself as you move forward in your professional life?**

Regarding my professional journey and the path Crux Creative Solutions is on, I aim to set an example, especially as a female entrepreneur. Despite my personal obstacles, I'm dedicated to swift progress, driven by a personal awakening after my husband's passing in 2021 due to COVID-19. This event underscored the importance of setting and attaining goals. My vision for Crux Creative Solutions is to evolve from a mid-size agency to a prominent marketing and advertising powerhouse, earning global recognition for excellence. The objective is to cultivate a reputation where professionals aspire to join Crux Creative Solutions, enhancing its position as a distinguished industry leader. [CEO](#)

**SHELLY BHASIN**  
**FOUNDER & CEO**  
**CRUX CREATIVE SOLUTIONS**

Shelly Bhasin is a seasoned professional with 22+ years of expertise. She leads as the Founder and the CEO of Crux Creative Solutions. Shelly combines business acumen with creativity, driving her team to excellence in the realms of creative branding and digital marketing.



Recognizing that clients are the ultimate beneficiaries, we strive to provide them with innovative solutions aligned with evolving industry needs