



## **Taranjeet Singh Has Been Promoted To Country Director By Twitter**

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SEATTLE, WA, May 15 - Singh has a new role for the Twitter team in India, collaborating with colleagues to develop integrated business solutions and strategies to help grow a larger targeted Twitter audience and increased revenue. His main focus and key responsibility is to strengthen the view of Twitter in India, encouraging the population to use the platform for all things related to news, current events, branding, marketing And socializing.

After joining Twitter over two years ago in 2015, Singh has fought hard for the company's growth. Singh's previous position with Twitter was head of the Twitter India branch, in charge of business and marketing. Now he has taken on a much larger role in Country Director.

Singh was recently quoted speaking to the press concerning the new role he has taken on for Twitter India. He talked about how the timing is critical for the market in India in relation to Twitter India and growth. He wants the best for the people of India, and that involves Twitter, a content marketing platform, being utilized in the best ways by businesses and the population in general concerning content, sales and business development. Twitter India's audience is now larger than ever, and Singh says he is certainly bullish about

forward looking opportunities. He talked about Twitter Lite and how it was launched for specific markets, the pursuit of better customer support solutions, the innovation of live video streaming and helping to further increase brand awareness. This is a new position, not just for Singh but for the company. Managing Director Maya Hari is who Singh answers to when it comes to his work for Twitter India.

Hari was also quoted talking to the press about the change. She mentioned that it is an investment in management and the country in general. It is key for business growth and global business strategy, and she goes on to talk about how she is definitely ready to work with Singh together towards those common interests. It is an exciting moment for Twitter India and the opportunities and possibilities.

Singh's 20 year career as a business professional has prepared him for this important moment. Singh previously worked for BBC Advertising as the Sales Director, South Asia. He handled BBC World News as well as the website in regards to strategies for revenue and sales growth. Singh also worked for Outlook Publishing, where he was head pt sales, advertising and business development for the Northern India branch.

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