

# IdeateLabs welcomes Alpha Dedhia as chief business officer

IdeateLabs has appointed Alpa Dedhia as chief business officer. Prior to joining VMLY&R, she was EVP of customer experience and new business at VMLY&R India. Dedhia will be based in IdeateLabs' Mumbai office.

With more than 16 years of progressive experience across building brands and building practices in content at scale, digital business revenue optimisation, videos, social commerce, products and technology transformation, Dedhia is a highly motivated business leader. Over her extensive career, she has worked with clients in diverse industries including retail, healthcare, lifestyle, IT, BFSI and FMCG.

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