

McCain Food appoints Ganesh Gupta,One of the food Blogger As

Head Creative content & Marketing Vertical



Mumbai, Nov 21, 2018 ([IssueWire.com](http://www.IssueWire.com)) - After witnessing a rapid growth & multi-lateral expansion through the digital & omnichannel medium, **McCain Foods** has named the food blogger & digital marketer, **Ganesh Gupta** for its content delivery, **digital marketing & creative content** initiatives. The hiring is one of the key strategies by McCain to strengthen its digital presence.

Gupta, who is currently working with India's largest Electricals distributors will be responsible for leading the growth, digital outreach, blogger & influencer campaigns for McCain. the company. Gupta will directly report to McCains Global Business Head.

He will be joining from December 2018, the Second week. He will be in Hongkong for two months training understanding McCain brand ethos & consumer business.

Speaking on the new assignment, Ganesh Gupta commented, "I have been looking out an opportunity that uses my creatives skills, presents new opportunities & utilizes my b2c marketing skills to its core. McCain seems to be a right fit & I am excited about the new role, said Gupta in an email comment. Food blogging has been my passion & my channel has got more than 22,000+ unique subscribers. I look forward to this exciting professional journey at McCain, he commented.

Ganesh is one of the top 50 digital marketers in India Digital Vidya and is expected to take up the assignment at McCain from January 2019.

His **Food Blogging Insta channel**

[www.Instagram.com/healthrio](https://www.instagram.com/healthrio)

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