Woovly expands its leadership team with the addition of Tandava Krishna Yadav as Associate Director, Growth & Marketing

Bengaluru, Karnataka Mar 13, 2022 (Issuewire.com) - Woovly, India's leading social commerce platform for Tier 2, Tier 3 millennials driven by a creator community has announced the hiring of Tandava Krishna Yadav as Associate Director, Growth & Marketing. His role will be to help Woovly grow in a quick time frame by focusing on its marketing strategy. With a wealth of experience working with online businesses, he's an expert in growth hacking, brand creation, and marketing strategy.

Tandava has a track record of starting and growing businesses from the ground up. He brings a lot of experience and a diverse range of business expertise with him. He has previously been responsible for scaling the growth of brands like KhataBook (a digital ledger app), FlexiLoans (an NBFC offering lending solutions to SMEs), and FloBiz.

Mr. J. Venkat, CEO & Co-founder, Woovly, noted "We believe Tandava's expertise and experience with scaling consumer-centric apps via data-driven approach for new Bharat (Tier 2, Tier 3, Tier 4 cities) will strengthen our long-term vision of enabling 100 million users to discover and shop socially. We welcome him to the leadership team to create an impact on aspirational India."

On joining as the Associate Director, Growth & Marketing, **Tandava Krishna said**,

"There is tremendous growth happening in the social commerce space and it's exciting to get an opportunity to join forces with Neha and Venkat in their endeavor to grow Woovly into a market leader. Their organic growth has been inspirational and now we are ready to hit top gear in the next phase."

Through content-driven social commerce, Woovly brings aspirational brands to India's Tier II and Tier III towns. The company uses social media platforms to empower micro and Nano content and creates a holistic experience by combining content, community, and e-commerce. They hope to capture 15% of the $100B social commerce market in the next 5 years.

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