

Karan Khanna Wins 'Visionary MarTech Leader of the Year' Award at MarTech Leadership Summit & Awards 2026

Karan Khanna, Marketing Director at Sidra Healthcare, has been honoured with the Visionary MarTech Leader of the Year award at the MarTech Leadership Summit & Awards 2026, held at the prestigious Dusit Thani Hotel, Dubai.



Dubai, United Arab Emirates Feb 12, 2026 ([Issuewire.com](https://www.issuewire.com)) - The award recognises marketing leaders who have demonstrated exceptional vision, innovation, and impact by leveraging marketing technology to drive measurable business growth and customer-centric outcomes. Karan was recognised for his role in transforming Sidra Healthcare's marketing ecosystem into a data-driven, patient-first growth engine, successfully integrating MarTech, performance marketing, and ethical healthcare communication.

Under his leadership, Sidra Healthcare has strengthened its digital maturity by implementing CRM-led lead management, marketing automation, advanced attribution models, and content-led engagement strategies while maintaining the highest standards of trust and compliance in healthcare marketing.

Speaking on the recognition, Karan said, "This award is a reflection of the incredible team at Sidra

Healthcare and our shared belief that marketing, especially in healthcare, must be built on trust, empathy, and measurable impact. MarTech is not just about tools - it's about using technology responsibly to improve access, experience, and outcomes for patients.”

The MarTech Leadership Summit & Awards brings together industry leaders, innovators, and decision-makers across sectors to celebrate excellence in marketing technology, leadership, and digital transformation.

This recognition further reinforces Sidra Healthcare's commitment to innovation, patient-centric care, and leadership in healthcare marketing in the UAE.

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Source : The Brainalytics

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