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Doceree appoints Anil Dobhal as Global CTO

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Dobhal will drive programmatic solutions in the life sciences industry



Doceree has appointed Anil Dobhal as Global Chief Technology Officer. Dobhal brings with him more than over 24 years of technical experience in building strong bid landscapes and data security infrastructures in the consumer marketing domain.

He will lead Doceree’s global technology and product teams spanning the US, Europe and emerging markets.

Dobhal said, "My key focus will be on automating the programmatic ecosystem with AI, ML and data science algorithms that optimise marketing initiatives of pharma and life sciences companies and ensures better RPMs (ad revenue per thousand impressions) for publishers.”

A start-up and ad-tech enthusiast, Dobhal has extensive knowledge of fraud systems. In his past roles, he built scalable data security systems that dealt with huge volume.

Before joining Doceree, he successfully defined, implemented, and commercialised solutions across different industries, including Expedia, One97 Communications and GlobalLogic, evolving solutions around Large Scale Databases, BI Stacks, and Big Data Platforms, among others.