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Medi Assist appoints Aruna Vaidyanathan as Chief Growth & Culture Officer

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Former TCS Global Head of Growth Marketing to build a unified go-to-market engine



Medi Assist Healthcare has appointed Aruna Vaidyanathan as its Chief Growth & Culture Officer. Based in Bengaluru, Aruna will report to the Chief Executive Officer.

Aruna will lead go-to-market and marketing initiatives that enhance the company's leadership in India, and scale newer, high-growth businesses like technology platforms and international markets. She will develop an identity for each business under one trusted brand, so insurers can work with Medi Assist in one, two, or all three ways.

Aruna brings more than three decades of experience in marketing, media and corporate communications across regions. She joins Medi Assist from Tata Consultancy Services (TCS), India's premier IT services company. There she was Global Head of Growth Marketing and supported strategic initiatives within the Office of the CEO.

Throughout her career, Aruna has directed strategic messaging, corporate branding and thought leadership. She has also led growth campaigns, strategic partnerships, marketing technology, content marketing, market research and internal change management programmes.

As Chief Growth & Culture Officer, Aruna will work with the executive and functional leadership to advance Medi Assist's growth strategy across the Indian and International health benefits administration, and the technology platforms businesses.