
VJ Anand



With 24 years in the industry, VJ Anand has repeatedly proven that world-class creativity can be built at lightning speed and unicorn scale. He took Gojek's in-house creative department from 10 people to a 120-strong powerhouse, owned the full rebrand that turned the super-app into a cultural icon, and created the globally recognised Gojek sonic identity. His final project there – a music video with Rich Brian – went properly viral and caught the attention of Gary Vaynerchuk, who recruited him on the spot.

VJ then joined VaynerMedia APAC when it was four people in a single room. Within three years he had scaled it into a 221-person, six-office operation and one of the most awarded creative agencies in the region. While wearing multiple hats as Managing Partner and Regional ECD, he ran global and regional campaigns for Google, Disney+, Subway, Visa, Revolut (with Charli XCX), and SK-II – including shooting a music video with John Legend that became the luxury beauty brand's most viewed campaign ever. In 2024-2025 he led Visa's Olympic Games activation across six countries in a social-first mini documentary series that dominated feeds throughout the Games.

In January 2025 he launched Ballsy, his own creative consultancy. Within weeks the studio had already won Taco Bell across Asia and a major global travel-reality franchise.

A Cannes Lions winner, regular jury member (Cannes, Effies APAC, Drum, Gongs, Ciclope), and one of the most followed creative leaders in Asia, VJ is known for high-energy, zero-fluff keynotes packed with real war stories and immediately usable frameworks. He speaks with the rare authority of someone who has actually built two of the fastest-growing creative powerhouses of the last decade – first inside a decacorn, then inside one of the world's most talked-about agencies.

Popular keynote topics

Building world-class creative teams at start-up speed

Sonic branding and the new rules of cultural relevance

From content to culture: the Rich Brian / John Legend / Charli XCX playbook

Creativity in the age of algorithms and attention scarcity

Scaling modern brand-building in Asia and beyond

