

Google Quietly Tapped a Veteran Ad Exec to Revamp Its Mid-Market Agency Machine

Google has elevated longtime exec Jitendra Kumar to oversee the tech giant's relationship with critical mid-market agencies, ADWEEK has learned.

Kumar was promoted to the role of director of U.S. agency, Google Customer Solutions. He previously held two titles: Director of U.S. agency, west coast; and director of venture capital and private equity partnerships.

Kumar, nicknamed Jitu by some of his clients, is a 20-year veteran of Google. He previously lead Google's relationships among agencies for products like Google Customer Solutions and Google Marketing Solutions. He reports to Alicia Carey, managing director of agency, platforms, and investor partnerships for Google Customer Solutions.

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