

Arvind Raman
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Arvind Raman is Sr. Brand Journalist at McCann Truth Central, McCann Worldgroup's global consumer intelligence and thought leadership unit. Arvind believes that truly creative and culturally resonant work comes from a deep understanding of the little things that make people tick and the macro forces that move society.

At Truth Central he works to combine robust quantitative and qualitative research with human storytelling to help McCann's clients understand their consumers and categories through a more human lens. Having worked on more than 15 studies, including the Truth About Wellness, the Truth About Affluence and the Truth About Privacy, to name just a few, Arvind collaborates daily with strategists, creatives and clients across the globe to help brands grow their businesses and play a more meaningful role in their customers' lives.