



## Nirvik Singh

### **Non-Executive Director**

Nirvik Singh joined S4Capital's Board as a Non-Executive Director in May 2025.

Until the end of 2024, Nirvik Singh was Global Chief Operating Officer and President International of Grey Group, a WPP subsidiary, overseeing operations across Europe, Latin America, the Middle East, Africa, and Asia-Pacific. He has also led multiple acquisitions in China, India, South Korea, the UAE, the UK, and South Africa, covering sectors such as e-commerce, data analytics, and marketing technology.

Beginning his career at Lipton India, a Unilever company, Singh transitioned into advertising, becoming CEO of Grey Group India at 33 and later leading its expansion into South Asia. In 2010 he relocated to Singapore, when he was appointed Chairman and CEO of Grey Asia-Pacific, before assuming his global role in 2019.