Bal Bhachu

Partner, Customer, Commercial & Content

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Bal is a strategic leader and executive consultant with over 20 years' experience helping organisations transform across the content operations ecosystem, unlocking commercial value through smarter, faster, and more efficient ways of working. With a unique blend of board-level advisory and hands-on delivery, he specialises in modernising content supply chains, connecting people, process, partners, and platforms to drive measurable impact.

Bal has partnered with some of the world's leading global brands and agencies, including Sky, Unilever, OLIVER, and Reckitt, optimising operating models, implementing technology, and delivering multi-million-pound savings and productivity gains.

Key Achievements include:

- ✓ Architected and secured £3M investment for Sky's creative ops transformation programme, centred on the acquisition of their first DAM platform and new centralised op model. Delivered £16M in cumulative savings over five years
- ✓ Designed and implemented new global automated CGI product-imagery Op model across Unilever's entire brand portfolio, realising €20M in OPEX savings and unlocking a further €7M in Phase 2 to support digital commerce transformation
- ✓ Directed the global transformation of Reckitt's global product content supply chain operations, identifying 60+ optimisations and building the board-approved £15–18M business case for automation-led gains

Bal specialises in:

- Discovery, strategic planning, and executive alignment
- Content supply chain strategy and transformation
- Operating model design, optimisation, and programme leadership
- In-house and hybrid creative operations enhancement
- Best-fit technology selection and vendor management
- Data, automation and AI readiness

He can help you to:

- Shape the strategic direction and vision for content operations in complex, multi-stakeholder environments
- Translate insight into action through clear transformation plans that align people, platforms, and partners
- Lead the redesign and scaling of content ecosystems to improve efficiency, governance, and creative performance
- Navigate cross-functional complexity to deliver enterprise-wide programmes with measurable impact
- Guide technology decisions and vendor relationships to unlock long-term value across the content supply chain
- Champion automation, AI, and data-driven ways of working to future-proof operations and accelerate time to value