



# NEAL SHARMA

**PRESIDENT, DENTSU DTC**  
**CO-FOUNDER AND FORMER CEO, DEG**  
**DIRECTOR, MRI GLOBAL**



[ns@nealsharma.com](mailto:ns@nealsharma.com)

913.269.4183

[linkedin.com/in/nealsharma](https://www.linkedin.com/in/nealsharma)

[@nealusa](https://twitter.com/nealusa)

Over the course of more than two decades, Neal Sharma has become one of the most recognizable business leaders in the country, breaking new ground at the forefront of digital marketing and technological change and serving marquee clients across the globe.

Neal is the Co-Founder and former CEO of DEG, a full-service digital agency, and directed the growth of an organization that evolved from a small web development company in Kansas City to an over 600-person firm now a part of global agency, Merkle. During that time, DEG formed long-lasting partnerships with brands like Hallmark, Gap Inc., Nestlé Purina, Johnson & Johnson, Hub International, PepsiCo, and Sam's Club/Walmart. Neal was also instrumental in completing DEG's successful sale to dentsu – the fifth-largest agency holding company in the world – for one of the highest multiples in the industry. He currently serves as President of dentsuDTC, an integrated solution managed at the network.

Under Neal's leadership, DEG appeared on the Inc. 5000 list of the fastest-growing companies in the US nine consecutive years, became one of the largest and most decorated Salesforce partners in the world, was recognized as a regional "Best Place to Work" for ten straight years, and in 2019, became one of only four agencies nationally to be named both an *Ad Age* "Best Place to Work" and a member of the *Adweek* 100 fastest-growing agencies in the same year. In 2014, *Inc. Magazine* named DEG one of "25 Companies That Are Changing the World" for its unique entrepreneurial approach to business, and in 2016, the company was inducted in the *Kansas City Business Journal's* Champions of Business Hall of Fame.

Neal has also been widely acknowledged for his personal achievements. Most recently, he was named to the 2021 Junior Achievement of Greater Kansas City Business Hall of Fame for serving as a model of innovation, determination, and collaboration throughout his career. He has also been featured in the *Kansas City Business Journal's* "Power 100" list of influential leaders five years in a row, included as an *Ingram's Magazine* 40 Under 40 honoree, named one of the 50 most influential people in technology in the region by *The Kansas City Star*, and chosen as a Central Midwest Finalist for the Ernst & Young Entrepreneur of the Year award.

Neal's varied experience successfully operating and consulting with fast-growing enterprises affords him the unique ability to understand and appreciate the essential role of effective governance in an organization. He has provided strategic clarity, financial acumen, global exposure, and a deep understanding of the opportunities and challenges presented by rapidly evolving trends in technology in a fiduciary capacity as a current Director of MRI Global and a past Trustee of American University. Neal also serves in an advisory capacity to a number of startups in various industries in which he invests.

Rivaling Neal's passion for business and his accomplishments in the field is his steadfast commitment to championing entrepreneurship and civic advancement. Neal currently serves as the Co-Chair of the regional collaborative KC Rising, the Immediate Past Chair of the Kansas City chapter of the Young President's Organization (YPO), a board member of the Truman Library Institute, and a fellow of the Helzberg Entrepreneurial Mentoring Program. Previously, he has given his time and expertise back to community organizations such as Aligned, the University of Kansas Health System Advancement Board, the Kansas Chamber of Commerce, the Overland Park Chamber of Commerce, and the Salvation Army Central Territory as the 2021 Christmas Chair for the Kansas City region.

Prior to embarking on his professional career, Neal was a licensed commercial real estate agent while attending university. He also served in several capacities for former U.S. Senator and presidential candidate Robert Dole, including as one of the youngest salaried members of Senator Dole's presidential campaign staff.

He received his MBA from the University of Kansas in 2001 after graduating *cum laude* from American University in 1998 with an inter-disciplinary degree in Communication, Legal Institutions, Economics, and Government.