

Marketing leader Sudeep Gohil joins Tenet Advisory & Investments, strengthening the firm's growing Customer & Brand practice

Sydney – 22 January 2026 – Tenet Advisory & Investments announces the appointment of renowned brand and marketing leader **Sudeep Gohil** as Partner in its Customer & Brand practice, marking a major step in the firm's continued growth.

Based in Sydney, Gohil joins Tenet following eight and a half years as a senior Partner at KPMG Australia, where he led the firm's in-house creative agency and held several leadership roles, including Head of Brand Strategy and Chief Marketing Officer.

Prior to KPMG, he gained significant experience across strategy, customer transformation, and brand-led growth, as Managing Partner of Publicis India, Group Strategy Director of Los Angeles-based agency 72andSunny, Global Strategy Lead at W+K Portland, and locally as Chief Executive Officer of Droga5 in Australia until 2015.

Gohil's appointment at Tenet further strengthens one of the fastest-growing practices in the Australian advisory market and sees him join Justin Papps, Genevieve Reynolds, Russel Howcroft, Bianca Meek and Paul Brooks as a Customer & Brand Partner.

Lead Partner Justin Papps said the appointment reflects Tenet's commitment to building a team of proven operators who deliver measurable impact.

"I have always admired Sudeep's work and pragmatic approach, and we are delighted that he has joined our team at a time when clients are increasingly in need of independent, proven and accountable advice right across their business. Sudeep's expertise, international experience and creativity will be invaluable to our clients and team," said Papps.

Gohil said Tenet's model and momentum made the move a natural next step. "The customer, marketing and consulting landscape is changing at speed, and Tenet is built for that reality. What attracted me is the freedom to focus on what matters most, working hands-on with clients on their

toughest growth challenges, from strategy through to delivery. The team has already created incredible impact, and I'm excited to join them and to be part of what comes next."

The appointment follows the recent addition of Emily Cassen and Emily Banner to the Customer & Brand practice, as Tenet continues to scale in response to strong client demand. The team works with leading organisations across retail, FMCG, financial services, tourism, superannuation and QSR, delivering advice across strategy, operating model design, retail media, growth and delivery.

Papps added Gohil's arrival signals Tenet's next phase of growth. "We are continuing to build something genuinely different in the advisory market. Attracting partners of Sudeep's calibre is critical to that vision. With Sudeep's addition to our existing Customer & Brand practice, it allows us to provide unrivalled advice in a sector that is undergoing so much change."

Gohil starts with Tenet Advisory & Investments on Monday 2 February 2026.

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