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PROFILE

- o Driven B2B products' life cycle from launch to taking them to the market to become a leader in the space.
- o Developed and delivered winning Product Marketing programs covering product launches, product roadmaps, positioning & messaging, market intelligence, sales enablement, and content marketing.
- o Lead GTM campaigns across channels (free, owned, and paid), increasing brand awareness, generating a quality pipeline, and ensuring rapid growth of the product portfolio.

WORK EXPERIENCE

Product Marketing Manager / Specialist *May 2019 – Present*
EdgeVerve Systems Limited *(Infosys)* *Bangalore*

Heading product marketing for XtractEdge Platform *(AI-powered Document Processing)* and Solutions.

- Spearheaded end-to-end activities to launch Infosys Nia DocAI *(launch planning, product definition, product pricing, sales training, marketing asset readiness, marketing program)*.

- Rebranded Nia DocAI to XtractEdge, quarterbacked launch of major product updates, and discontinuation management of Infosys Nia.

- Interfacing with customers, performing Industry research and competition analysis to build innovation funnel *(1Y & 3Y plans)* through validation, gap analysis, segmentation, and identifying use cases. Creating market requirements documents translating white space opportunities to influence product vision and roadmap *(product feature prioritization, pricing, UI/ UX design, product catalog)*.

- As a custodian of product messaging, collaborating with the Product Management, Sales, and Marketing Communications team to develop and evolve product positioning, value propositions, and messaging (Messaging Guides) of Infosys Nia, Nia DocAI, XtractEdge Platform, and Solutions.

- Creating B2B campaign messaging and content *(Landing webpage copy, Blogs, White papers, Brochures, Fact Sheets, Infographics, POVs, emailers, newsletters, product and marketing videos storyboard)* to execute Go-to-Market strategy *(Vertical Based Marketing, Account-Based Marketing, Outcome Based Marketing)*.

- As a product subject matter expert, educating cross-functional teams through enablement sessions and narratives and providing strategic guidance and support during the sales cycle. Equipping them with sales tools *(product and solution pitch decks, sales playbooks, battlecards, prerecorded demos, demo storyboards, case studies, use cases, FAQs)* for meaningful customer engagements.

- Supporting Analyst and Public Relations outreach campaigns and established the company as a leading player in the IDP technology space by Gartner, IDC, Everest and through winning numerous awards *(Stevie, Globee, Digital.com, AIconics, Nasscom)*.

- Co-marketing with partners *(like Intel)* to drive XtractEdge in their customer ecosystem.

Product Marketing Manager *Mar 2018 – Apr 2019*
ArisGlobal Software Pvt. Ltd. *Mysore*

Owned Go-to-Launch, Go-to-Product, and Go-to-Market of LifeSphere (LS) Safety and LifeSphere Clinical AI-powered SaaS platforms for Pharma and Life Sciences Industry.

- Planned and managed the execution of customer technology event and launched LifeSphere Multivigilance.
- Developed and refreshed messaging and positioning for LS Safety and LS Clinical suite.
- Collaborated with product management, solutions, customer success, and demand generation teams for sales enablement *(Safety and Clinical playbooks)* and created campaign content *(including webpage copy, brochures, blogs, whitepapers, fact sheets, and marketing videos)* supporting ongoing Go-to-Market programs and onboarded three major clients.
- Performed industry and competitive analysis to identify feature gaps and influence product roadmap.
- Driven Analyst Relations outreach programs and managed the Customer Advisory Board.

Founder & Designated Partner   *Jan 2017 – Mar 2018*
FierceCom LLP   *Bangalore*

Built the flagship product LeadBrowse, a destination for learning about companies and Industries across the globe. Our clients used the insights to meet their sales, marketing, innovation, and customer engagement needs.

- Drove end-to-end business operations.
- I trained the research team to gather data from varied sources and translate it into meaningful information, insights, or content.

Senior Product Marketing Manager (iLabs)   *Apr 2011 – Jan 2017*
[24]7.ai *(erstwhile 24/7 Customer Pvt. Ltd.)*   *Bangalore*

I owned product marketing for Customer Engagement Cloud (CEC), a conversational AI and self-service (B2B SaaS) product line delivering 3400% growth in 5 years.

- Driven product and go-to-market strategies through product positioning, product messaging, value proposition, go-to-market planning, high-impact CEC launch with new messaging, and rebranded Conversational AI with a refreshed messaging.
- Worked with product management, product development, and data sciences teams to determine and define platform and product roadmaps.
- Developed and executed winning Vertical and Account-Based Marketing (ABM) campaigns focused on creating demand and systematically growing high-value accounts.
- Created outbound and inbound sales toolkits, including SEO optimized website content, blogs, white papers, videos, demos, datasheets, pitch decks, user persona research (customer engagement index), market research, and competitive analysis, TAM, and market forecasts.
- Supported executive management in M&A and partnerships (Voxify, Tellme, Intelliresponse, Bolderview).
- Established the company as the AI tech market leader by winning awards and securing analyst mentions for the product suite.

Assistant Marketing Manager   *Sep 2009 – Jul 2010*
Tech Mahindra Limited   *Mumbai*

- Developed and executed global digital and social media marketing strategies, including advertising.
- Worked with sales, solutions, and product teams to develop market-facing content for demand generation campaigns and a healthy pipeline of Sales Qualified Leads.
- Conducted an assessment of Tech Mahindra's regional strength and GTM strategy and identified areas for capability enhancements and course correction plan.
- Conceptualized and executed interactive media for external engagements, including sponsored events and Analyst visits *(Tech Mahindra's first "Industry Analyst Day")*.

Sales & Marketing Manager *Nov 2005 – Sep 2009*
IDC (India) Limited *Mumbai*

Started and headed sales & business operations of IDC in western India and successfully delivered 4600% growth in annual revenues from the region.

- Interacted with C-level and key management executives of prospects and customers to identify their challenges and devised solutions through a consultative sales approach.
- Conceived, curated content, and executed marketing campaigns to promote awareness and adoption of IDC's research and advisory services.
- Collaborated with specialized teams delivering over 50 research-based consulting projects for global and Indian enterprises.
- Partnered with the events team to plan and execute tradeshows and conferences showcasing IDC's thought leadership.

Marketing Executive *Aug 2003 – Oct 2005*
Elico Marketing Pvt. Ltd. *Mumbai*

- Initiated and developed new business relationships with key executives among Energy & Utilities, Manufacturing, Pharma & Life Sciences, and Oil & Gas clients/prospects in western and central India.
- Managed account relationships and driven growth by exploring cross-selling and up-selling opportunities from the existing client base.
- Assisted corporate marketing in the execution of targeted email campaigns.

EDUCATION

- **Executive MBA from IIM Kozhikode**, 2021-2023 (pursuing)
- Master of Business Administration (MBA) with specialization in Marketing from The ICFAI University, 2013
- Bachelor of Engineering (B.E.) in Electronics & Telecommunication from Institute of Engineering & Sciences, 2003

Certifications:
- Certified Professional Forecaster from Institute of Business Forecasting & Planning
- Google marketing (Google Analytics, Display, Video, Search) certified

RECOGNITIONS

- "Delivery Excellence", ArisGlobal, 2018
- Awarded "Outstanding Performance & Continuous Excellence", [24]7.ai, 2016
- Awarded "Global Award – Individual", [24]7.ai, 2014
- Finalist "Global Award - Individual", [24]7.ai, 2012
- Awarded for revenue delivery, IDC India, 2008