

## Profile

Marketing executive with 15+ years of experience leading revenue-focused marketing organizations. As Senior Vice President and Head of Global Marketing, I oversaw brand, digital, and go-to-market strategy across North America and international markets, driving measurable growth and strengthening alignment between marketing and the business. I build strong teams, bring structure to complex environments, and focus on results that show up in revenue and long-term brand strength.

## Career Experience

New York City

Oct 2025 to Present

Independent Marketing Advisor

Advising Techstars-backed and venture-backed technology startups in regulated and enterprise markets.

- Partner with founders to define brand positioning and go-to-market strategy ahead of product launch.
- Establish core marketing foundations, including messaging architecture, digital presence, and early demand generation.
- Translate complex technical products into clear, differentiated value for customers, partners, and investors.

GARP, Jersey City

Jan 2020 to Jul 2025

Head of Global Marketing, Senior Vice President

- Tripled revenue from global marketing investment by reshaping go-to-market strategy, refining regional focus, and aligning messaging with emerging upskilling demand. Reported directly to the CEO, ensuring marketing performance was tied to enterprise priorities.
- Built and led a global marketing function spanning North America, EMEA, India, and Asia. Directed cross-regional product launches and managed a multi-million-dollar portfolio across brand, digital, content, and demand generation.
- Expanded China market presence through localized campaigns across WeChat, Baidu, Douyin, Xiaohongshu, and WSCN, increasing engagement by 40% through platform-specific execution and regionally aligned content.
- Led digital transformation across web and media, doubling traffic and improving conversion through focused SEO and user experience improvements. Introduced persona-based targeting across CRM, firmographic, and behavioral data to strengthen campaign precision.
- Oversaw editorial strategy across AI, climate risk, and financial topics. Implemented a gated content model that strengthened subscription growth and institutional membership.
- Extended the value of global events content, repurposing webinars and panels across web, email, and social to improve engagement and return visitor retention.
- Managed agency partnerships across North America, EMEA, and Asia, overseeing creative, media, and analytics strategy. Led direct platform partnerships with Google, LinkedIn, Meta, and others to optimize performance and attribution.
- Built and retained a high-performing global team through organizational change, prioritizing development and operational clarity.
- Delivered board- and CEO-level reporting on brand performance, campaign impact, and marketing's contribution to revenue.

Moody's Analytics, New York City

Apr 2017 to Aug 2019

Director of Marketing

- Led full post-acquisition integration of Omega Performance into Moody's Analytics, realigning brand positioning, marketing structure, and systems across offices in the U.S. and Canada.
- Directed brand transition strategy, balancing Omega's legacy positioning with Moody's enterprise narrative to retain existing clients while supporting broader market expansion.
- Owned P&L for a product vertical, driving revenue growth through pricing simplification, improved segmentation, and restructuring of product messaging and digital assets—resulting in a 17% increase in net income.

- Built GDPR- and CASL-compliant email infrastructure for a 3M+ contact database, strengthening engagement while reducing regulatory risk.
- Implemented lead scoring, funnel models, and performance dashboards, improving pipeline visibility, forecasting accuracy, and campaign effectiveness.
- Led market expansion into India, China, and Eastern Europe, localizing value propositions, adapting pricing strategies, and establishing region-specific partner channels.
- Partnered with finance and business unit leadership to align marketing budgets, revenue targets, and product priorities, supporting annual planning and strategic growth initiatives.

Omega Performance, Washington, D.C.  
Global Marketing Manager

Jul 2014 to Dec 2016

- Led marketing strategy for credit training solutions across North America, EMEA, and Asia, supporting international expansion and localized market entry in high-growth markets.
- Designed regional pricing frameworks, vendor partnerships, and go-to-market plans to align product positioning with local demand and competitive dynamics.
- Built marketing-led business cases to inform sales strategy, product prioritization, and cross-border growth decisions.
- Established structured campaign governance and execution models, improving coordination and speed across global teams and external partners.

Mahindra & Mahindra, Mumbai  
Head of Digital Marketing

Oct 2011 to Dec 2013

- Directed digital marketing for Mahindra's two-wheeler business, increasing brand awareness by 17% and delivering positive ROI across major digital channels within six months.
- Launched product websites to strengthen customer engagement, optimizing media spend through segmentation, performance tracking, and channel analysis.
- Designed and implemented the company's first online reputation monitoring system, tracking forums, social media, and customer touchpoints; partnered with service teams to streamline escalation workflows and improve response time.

Tata Sky (The TATA Group), Mumbai  
Digital Marketing Manager

Dec 2006 to Mar 2010

- Managed national digital campaigns, integrating online strategy with television and offline media to drive subscriber growth and strengthen brand leadership.
- Launched Tata Sky's first self-service portal, increasing digital engagement by 30% and accelerating customer adoption of online services.
- Introduced early social media and digital initiatives that gained national recognition and positioned Tata Sky as a category leader in online experience, as reflected in independent brand research.

## Education

Master's Degree in International Relations  
Griffith Business School, Brisbane, Australia

Bachelor's Degree in Humanities  
Bangalore University, Bangalore, India

Diploma in Corporate Social Responsibility  
Swedish Institute, Stockholm, Sweden

## Licenses & Certifications

Certificate in Artificial Intelligence: Business Strategies and Applications - UC Berkeley

Certificate in Customer Analytics - Wharton