



Aswin K . R

EXPERIENCE

March 2018 - Current

Head of Academics and Content Entri app | Kochi, India

- Built and executed effective GTM strategies to drive growth and increase the market share & revenue from test prep and skilling courses
- Spearheaded the launch and growth of multiple categories (Test prep and skilling), achieving a 3 Lakh to 12cr in Monthly revenue within 6 Years.
- Developed and executed a data-driven GTM strategy for New categories such as Elevate Commerce - 0 to 1 cr monthly revenue growth in 12 months
- Managed the P&L for 12 categories with full ownership
- Successfully identified and validated product market fitness of multiple courses
- Fostered seamless cross-functional collaboration between product, sales, marketing, and operations, driving increased efficiency and improved customer satisfaction.
- Established and tracked key performance indicators (KPIs) for category Mangers, analyzing data to identify growth opportunities and implement strategic adjustments.
- Conducted in-depth qualitative and quantitative research to understand user needs and preferences, informing product development and marketing initiatives.
- Implemented market-competitive pricing and positioning strategies
- Operated with complete autonomy and accountability, owning the success of projects from planning to execution.

September 2017 - March 2018

Co-Founder Insight Learning Habitat

- Started an offline learning environment, a kind of a hangout spot for students, scholars, and teachers where they can find good books, coffee, and co-learners.

October 2014 - July 2016

Associate Software Engineer Accenture

- Asp.net & Application Packaging

CERTIFICATIONS

- BCG- Strategy Consulting Job Simulation
- Instructional Design - Needs analysis and Story Boarding

EDUCATION AND TRAINING

January 2014

Bio-Medical Engineering

📍 Kochi Kerala

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SUMMARY

Experienced leader adept at driving revenue growth and market expansion through innovative GTM strategies. Successfully launched and scaled multiple product categories, achieving significant revenue increase from 3 Lakh to 12 Crore in 6 years. Proficient in P&L management, strategic planning, and cross-functional collaboration. Known for fostering seamless teamwork and maximizing market opportunities. Dedicated to delivering high-quality results and driving business success through innovation.

SKILLS

- GTM Leadership
- Market Research and Analysis
- Strategic Planning
- Business Strategy
- P&L Management
- Data-Driven Decision Making
- Cross-Functional Collaborations
- Presentation and Communication
- Category management & Team Building