

SRINIVAS MACHA

M: 982 000 4928 | E: Srinivas.Macha@gmail.com | <https://www.linkedin.com/in/srinivasmacha/>

C-203 Prajapati Arcade
Sector 15A, New Panvel
Navi Mumbai 410206

SUMMARY

Every brand has a story to tell. Stories inspire. The brand stories can be text, visual, video or interactive. To build a successful brand, good stories must be told in the purposeful, clear and clutter-free manner. Every part of marketing and communication touch-points must engage, surprise, inform and delight the customers.

As a professional story-teller and a startup specialist, with years of global experience, I have tried to put meaning into the message to make customers see, hear and feel the brands. In this process, I have helped shape several startups across financial and business research, publishing, consumer products, manufacturing, and services sectors. In short, I am a:

- Brand marketing and technology professional with extensive experience of marketing B2B/B2C/D2C products and services, aiding business development and working within a sales-driven environment.
- Experienced professional with proven track record of building marketing, communications, creative & content functions, product management, marketing operations.
- Strong knowledge of product design, UI/UX, digital marketing, social media & analytics
- Solid understanding of sales/pre-sales processes, and in leading team of 600+ people
- Demonstrated leadership skills in building teams from scratch and managing them

Key Skills: Strategy, Growth design for Early-stage and Startups, GTM Strategies, Digital Marketing, Branding, Product Management, MarComs, Content Design & Development, Sales/Pre-sales, Customer Management, Enterprise Technology

PERFORMANCE HISTORY

Principal Consultant | Praman Consulting | August 2015 -

Praman Consulting is a boutique strategic marketing and sales consulting company. In addition, the company also supports startups and early-stage firms with CXOs-on-hire. These experienced professionals work full-time with clients and are provided with backend support from the company.

As part of Praman, I am also deputed to various companies to help in their growth challenges, marketing, and sales strategies, UI/UX, website revamps, content strategy, marketing collaterals, pitchbooks and so on. Below are some select assignments I have executed over the past 10 years.

- **Chief Operating Officer | February 2022 – July 2022**
Was a part of health-drink startup focused on tender coconut water. Led operations and marketing strategy.
- **Head, Marketing & Sales | May 2020 – January 2022**
Led design, marketing and sales for a printing company including brochures, large-format outputs, stalls etc.
- **Chief Operating Officer | February 2020 – April 2020**
Led an early-stage startup in pet care industry by building operations team, wrote SOPs, designed mobile-apps.
- **Director of Marketing | Jan 2017 – Jan 2020**
Led marketing and communications of a fast-growing technology-driven FMCG company with a focus on helping girls and women during their menstruation.
- **Head of Marketing | Jan 2016 – Dec 2016**
Designed website strategy, wrote copy, marketing collaterals, brochures and marketing support for a reputed manufacturing and fabrications company. In addition, wrote their HR Manual, designed and facilitated vision, mission and values (VMV) exercise.
- **Consultant | Jan 2017 – Mar 2017**
Designed and copy for an IT and Security services company. Wrote case studies and designed their sales pitches.

Chief Operating Officer | Ambit Software (www.ambitsoftware.com) | January 2015 – Jul 2015

Ambit Software works with enterprises and ISVs to grow and transform their business by providing solutions. As the COO of the Company, my responsibilities included:

- Ensuring end to end implementation of product architectural requirements and owning release management lifecycle
- Ensuring timely co-ordination of IT resources, test planning / monitoring / issue resolution
- Managing key accounts in India, US and Dubai and the international delivery team

Senior Vice President/CIO | Aranca (www.aranca.com) | November 2004 – January 2015

Aranca is a global research, analytics and advisory firm (KPO) that provides research-backed actionable insights to empower decision-makers from Fortune 500 companies, financial institutions, and high potential start-ups. At Aranca:

- **As a member of the core team**, my responsibilities included participating in company's strategy discussions, helming marketing and corporate communications and driving technology implementations.
- Designed and **developed company's global brand**; Through various marketing initiatives, gave a **fillip to sales process by generating leads through multiple channels**
- **Led and executed digital marketing strategies** by generating persuasive copy for the website, marketing collaterals, special reports, case studies, press releases and so on to drive web-site traffic and **grew it six-fold in just three years**
- Designed, implemented and drove the adoption of CRM for business visibility for **inside sales team strategy**,
- **Built and led HR Process** for the company; Created HR policies and SOPs
- Designed and delivered both external/internal communication strategies for various corporate initiatives
- On the technology front, as the **CIO of the company**, setup and standardized a data center on Open Source technologies; built standards-based and procedure-driven workflows for operations that are compliant with ISMS policies and **led the Company to achieve ISO 27001:2013 certification in 2014**

Head of Operations, Publishing Services | PowerWeave (www.magjix.com) | November 2003 – October 2004

- Architected a comprehensive editorial and production workflow solution with outsourcing capability
- Was responsible for designing and setting up an outsourced publishing layout & design delivery studio, defined service delivery processes, quality assurance metrics and SLAs

Senior Research Analyst | ARC Advisory Group Inc. (www.arcweb.com) | September 2002 – October 2003

- Designed and executed several worldwide market forecast research studies in industrial automation, field-level control and flow devices for Boston, US-based global strategic consulting company
- Studied and analyzed market strategies of Fortune 500 companies

Publisher & Managing Editor | CRITICAL LINK | July 2001 - August 2002

- Published and edited a niche tech management magazine for manufacturing and engineering professionals.

Executive Editor | MM - The Industry Magazine (www.vogel.de) | May 1998- June 2001

- Executive Editor of India-edition of 110+ year old German brand MM (Maschinen Markt). MM India was a world-class manufacturing and technology management magazine
- Supervised planning, editorial, marketing, advertising and circulation activities. Wrote several cover stories.

Creative Head | ARB Interactive | 1995- March 1998

- Led the creative time comprising copy writers, visualizers and design team to create ads, brochures, posters etc.
- Developed communications for companies such as ACC Cements, ACC Refractories, State Bank of India (international division), Penden Cement, Bhutan

Manager, Information and Documentation | National Addiction Research Centre, (NARC) | 1990 - 1995

- Was instrumental in setting up UNDCP and Commission of European Communities (CEC) sponsored national-level documentation centre for researchers on drug abuse, HIV/AIDS and public health in India for the NGO

ACADEMICS

- **Marketing Analytics**, S P Jain Institute of Management & Research, 2018
- **MBA with Specialization in Marketing**, Manonmaniam Sundarnar University, 2010
- **Masters in Arts, Economics**, Madurai Kamaraj University, 2005
- **Diploma in Industrial Relations**
- **Certified ISO 27001:2013 Lead Auditor**, IRCA, 2013