

RACHIT VERMA

AVP Marketing | B2B GTM & Product Marketing | Demand Generation |
Revenue Growth | ISB

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Summary

B2B marketing and Go-to-Market leader with 15+ years across Enterprise IT, SaaS, FinTech, NaaS (Network-as-a-Service), Compliance Tech and Supply Chain. Built marketing functions from zero four times and led teams of up to eight alongside agency partners in India and the US, working backwards from revenue goals to define the market, buyer and narrative, build the demand engine, and align sales, product and leadership around pipeline. Repositioned BlueKactus from ERP to an AI-powered supply-chain platform across three product lines, lifted lead-to-conversion 35% at NayaOne, led Shyam Spectra's B2C-to-B2B brand transformation, and turned a \$250K investment into ~\$1M marketing-influenced revenue at AgreeYa. Completed PGP PRO from ISB in March 2026.

Skills

Go-to-Market, Product & Demand Generation: GTM Strategy | Positioning & Messaging | Product Marketing & PLG | ICP & Buyer Architecture | Product Launches | Pipeline Generation & Acceleration | ABM & Intent-Based Marketing | Partner Marketing | Funnel & Conversion Optimisation | Attribution & Pipeline Analytics

Brand, Growth & Marketing Leadership: Brand Strategy & Transformation | Content & Thought Leadership | Digital & Performance Marketing | PR & Events | Marketing Function Building | Team & Agency Leadership | Sales Enablement & Alignment | Marketing Operations & MarTech | AI-Enabled Marketing | Budget & Marketing ROI

Work Experience

Marketing, Sales and GTM Consultant

May 2026 – Present

Outsourcing Hub India

New Delhi

Real estate financial data and operations firm with a 600+ person team serving institutional property investors in the US and UK.

- Launched a new service line: EDRA, turning an internal data and services capability into a premium service offering that won \$100K in new revenue from 2 US clients in 4 months.
- Led the creation of the EDRA One platform and its GTM strategy, defining the category, ICP and messaging that lifted qualified leads 30% in 4 months.
- Built a 300-account ABM programme across the US and UK, mapping decision-makers and the best route into each target firm.
- Created the sales toolkit (messaging, thought leadership and portfolio-readiness content) that moved EDRA from an internal tool to an external revenue line and opened enterprise conversations.
- Currently leading the strategic redesign of the corporate website, focusing on global B2B positioning, CRO, SEO, AEO/GEO, and UX/UI optimisation.

AVP (Marketing)

Jun 2025 – Dec 2025

BlueKactus

New Delhi

AI-powered supply-chain platform and ERP for the fashion industry, serving 50,000+ users and 25,000 suppliers across 10+ countries, with \$4B+ in annual GMV.

- Built marketing and GTM from zero across 3 enterprise product lines (Manufacturing ERP, Sourcing AI Platform, Velocity/NEO), setting positioning, brand, demand generation, product marketing and sales enablement.
- Repositioned the company from ERP software to an AI-powered supply-chain platform, defining the category narrative, value proposition and competitive positioning; website conversion rose 20%.
- Defined the ICP, buying architecture and messaging for Supply Chain, Merchandising, Planning and C-suite buyers, increasing qualified leads 30% within 4 months.
- Launched the first paid-media programme within a demand engine spanning LinkedIn, Google Ads, SEO, email, outbound, remarketing, review platforms and partners, establishing a baseline of 30 leads a month.
- Built sales enablement from zero (15+ case studies, battle cards, competitive intelligence and product videos) through a structured sales-marketing cadence.
- Rebuilt 3 product websites around buyer journeys with external agencies and AI-assisted optimisation, cutting bounce rate 30% and lifting lead conversion 10% in 4 months.

Senior Manager (Marketing)

Oct 2024 – Jun 2025

NayaOne

London & New Delhi

Digital sandbox and fintech marketplace for banks and financial institutions; \$4.7M funded, London-based, and operator of the UK FCA's permanent Digital Sandbox.

- Led multi-channel demand generation across paid, organic and outbound, lifting lead-to-conversion 35%; redefined the ICP with sales and added intent-based qualifiers to speed up MQL-to-opportunity conversion.
- Authored a strategic white paper and established a TechTarget content-syndication partnership, reactivating a stalled funnel and generating engagement with 50 named Tier-1 banking buyers.
- Owned event and webinar strategy for senior banking decision-makers, increasing qualified leads 25%.
- Ran content and partnership communications with NVIDIA, Akbank LAB and RBS, growing digital engagement 30%.
- Designed segmented drip-email programmes that increased form fills 20%.

Senior Manager (Marketing)

May 2022 – Sep 2024

Shyam Spectra

Gurugram

Enterprise fibre connectivity and managed network services provider, 700+ people, serving business customers across India's major metros.

- Led the B2C-to-B2B brand transformation, redefining positioning, value proposition, messaging and visual identity across web, sales collateral, PR, social and events; brand visibility rose 35%.
- Built the B2B lead-management engine for 7,000+ leads, restructuring the CRM, adding warm/hot/cold scoring and nurture routing, and introducing the first MQL/SQL framework; lead qualification improved 30%.
- Led GTM for 3 products (AI.VIS, Wi-Fi Pro, Retail-in-a-Box) and 2 priority verticals, growing market penetration 20% in 10 months; a low-cost direct channel for Wi-Fi Pro lifted regional sales 30%.
- Delivered SpectraOne, a customer portal stalled for 2 years, in 6 months, owning product UX, PRDs and customer journeys and aligning 6 cross-functional teams to a board commitment.
- Built a HubSpot lifecycle engine using industry, pain-point and jobs-to-be-done segmentation, lifting email engagement 25%, overall engagement 60% and LinkedIn followers 15% MoM.

Senior Manager (Marketing)

Nov 2021 – May 2022

Complinty Technologies

Gurugram

Governance, risk and compliance SaaS platform; raised \$750K pre-Series A; covers 2,000+ laws and 20,000+ compliances across 50+ industries.

- Built the marketing function in 3 months, setting positioning, messaging and integrated GTM across website, content, social, email, SEO, paid media, webinars, events and podcasts; leads rose 40% and conversion 25%.
- Rebuilt the website and acquisition around buyer intent, tripling inbound leads from 10 to 30 a month via SEO and paid search.
- Moved spend to the highest-relevance channels, making segmented email a primary lead source and launching a monthly regulatory webinar series that consistently outperformed paid campaigns.
- Opened a marketplace channel through Captterra, Software Advice and SoftwareSuggest, contributing to 30% growth in partnership-driven revenue.

Manager (Marketing)

Sep 2016 – Nov 2021

AgreeYa Solutions

Noida

Enterprise IT services and software company, 2,500+ people across the US, India and Mexico, serving 500+ clients including Fortune 100 enterprises; sold into the US market.

- Owned GTM for QuickApps and BeatBlip, translating revenue goals into pipeline targets, channel mix, budgets and plan-vs-actual tracking; turned a \$250K budget into ~\$1M in marketing-influenced revenue and 1,000+ qualified leads in 9 months.
- Led product marketing across ICPs, personas, positioning and messaging, repositioning QuickApps from a Dell-branded product to an AgreeYa offering and lifting customer engagement 25%.
- Built a shared funnel and attribution framework with sales (Lead, MQL, SQL, Opportunity, Win) and used it to find leakage and reallocate budget, lifting lead conversion 25%.
- Built the digital marketing function from zero across website, SEO, CRO, content, email, paid search and social, working with creative and social agencies; 10,000+ unique visitors in year one and engagement up 35%.
- Replaced a declining email channel with content syndication, scaling from a 100-lead pilot to 500 leads a year with 50% higher lead quality and 30% better conversion.
- Took Microsoft Ignite from attendance to sponsorship: a \$40K investment produced 700+ leads at \$57 each against a 300-lead forecast, plus 40+ target-account meetings; also led BeatBlip at StarWest.

Manager (Sales & Marketing)

Jan 2015 – Sep 2016

Systems Lifecycle

Gurugram

Enterprise compliance software company helping organisations automate regulatory compliance and risk management.

- Led sales and marketing end to end, increasing leads 80% and doubling lead-to-conversion from 10% to 20%, contributing to 25% annual revenue growth.
- Built the digital acquisition engine across SEO, paid search, LinkedIn, email and social, and made the business case for the first paid programmes; campaign ROI rose 40% and CPA fell 30%.
- Shifted the growth model with the CEO from price-led competition to referral partnerships with legal and professional-services firms.

Earlier Career

Assistant Manager, Sales & Marketing | **WMS Software, Noida**

Dec 2013 – Dec 2014

Senior Executive, Marketing | **Safexpress, New Delhi**

Dec 2012 – Dec 2013

Process Advisor · New Accounts Analyst · Process Associate | **Barclays · American Express · Genpact**

Jun 2006 – Jul 2010

Certifications

AI for Founders and Business, Outskill | Certified Digital Marketing Master, Digital Vidya

Education

PGP PRO, Marketing and Strategy

2024 – 2026

Indian School of Business (ISB)

MBA, Sales & Marketing

2010 – 2012

Anglia Ruskin University (UK)

Bachelor of Commerce

2005 – 2008

University of Delhi