

KAPIL GADHIRE

Head of Marketing

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PROFESSIONAL SUMMARY

Results-driven B2B marketing leader with 14+ years of experience driving revenue growth, pipeline generation, and brand authority for AI and SaaS companies. Proven track record of building marketing functions from the ground up by owning full-funnel demand generation, product marketing, ABM, PLG, and event-led revenue strategies. Strong cross-functional collaborator with a data analytics background that drives measurable, attribution-backed marketing outcomes.

CORE COMPETENCIES

B2B SaaS Marketing • GTM Strategy & Execution • Demand Generation • Pipeline Attribution • Product Marketing • Account-Based Marketing (ABM) • Product-Led Growth (PLG) • Revenue Marketing • Events-Led Pipeline Generation • Marketing Automation • Content Marketing Strategy • SEO & Digital Marketing • Team Leadership & Mentoring • Marketing Budget Management • Brand Positioning • International Market Expansion • HubSpot / Salesforce / Marketo • MQL/SQL Optimisation • TAM Analysis & Market Research • Data Analytics • AI Tools Power User (Claude, ChatGPT) • Prompt Engineering • AI-Augmented Marketing Workflows

WORK EXPERIENCE

Head of Marketing

Videoverse / Magnifi - AI-powered automated video highlights Sep 2022 – Present

Key Achievements & Responsibilities:

- Spearheaded end-to-end global marketing strategy for Magnifi.ai and Videoverse, managing an annual marketing budget of \$1M and leading a team of 10 marketers across content, digital, social media, and design.
- Built and scaled full-funnel demand generation engine encompassing ABM, SEO (multiple keywords ranked #1 globally), marketing automation, paid media, and content marketing, driving consistent MQL growth quarter-over-quarter
- Designed and executed 50+ global events, executive roundtables, and webinars; generated \$18M in revenue pipeline through events as the primary GTM lever, contributing ~50% of total revenue generation.
- Defined, owned, and achieved core marketing KRAs across brand building, lead generation, and thought leadership; conducted TAM analysis and competitive research to inform comprehensive GTM strategy.
- Established PR functions across the UK, US, and India; drove earned media coverage that strengthened brand authority in target markets.
- Led product launches into new geographies, creating localised positioning, messaging, and go-to-market plans for each market entry.
- Contributed to investor pitch deck creation that supported multiple successful funding rounds and acquisition discussions

Product Growth Lead & Founding Member

Boltic by Fynd (Owned by Jio) | Enterprise-Grade DataOps Platform Mar 2021 – Sep 2022

Key Achievements & Responsibilities:

- Defined user-focused product roadmap using RICE prioritisation methodology; led user interviews and competitor analysis to align product development with revenue growth goals.
- Orchestrated the public product launch on Product Hunt – achieving the #1 Product of the Day title, driving 400+ new user sign-ups within 24 hours through a data-driven, cross-channel launch strategy.
- Activated and scaled a Product-Led Growth (PLG) motion by embedding growth loops into the product experience and leveraging social media and community channels to drive organic ARR contribution.

- Built and managed a robust top-of-funnel user pipeline through multi-channel outreach, LinkedIn sales sequences, and inbound content strategies.
- Designed and executed B2B sales outreach campaigns on LinkedIn to convert qualified leads into paying users, improving MQL-to-SQL conversion rates.
- Delivered end-to-end customer success programmes onboarding, training, Slack community management to drive product adoption and reduce churn.

Marketing Manager

Engagely by Exponentia.ai | Conversational AI & Chatbot Platform Mar 2019 – Mar 2021

Key Achievements & Responsibilities:

- Owned overall marketing strategy, budget planning, and execution; defined KPIs across lead generation, brand awareness, and sales enablement.
- Drove product marketing for [Engagely.ai](#), including brand positioning, competitive differentiation, and messaging working closely with product and sales teams to align roadmap and GTM priorities.
- Delivered 1,400+ Marketing Qualified Leads (MQLs) in 14 months through a multi-channel lead generation engine spanning digital marketing, ABM, inside sales, paid ads, telemarketing, and events.
- Led complete brand revamp for Exponentia.ai and Engagely.ai, repositioning brand identity, visual language, logos, and messaging guidelines.
- Owned end-to-end execution of 4 major national and international events and exhibitions; primary outcomes included brand awareness, thought leadership, and pipeline generation.
- Built and managed email marketing infrastructure including drip campaigns and re-marketing workflows for lead nurturing across the funnel.

Marketing Lead

AthenasOwl by Quantiphi | AI Product for Media & Entertainment May 2015 – Mar 2019

Key Achievements & Responsibilities:

- Directed B2B marketing strategy and managed an annual budget of \$2M across multiple quarters, covering both Quantiphi's corporate brand and the AthenasOwl AI product line.
- Managed a \$500K+ annual events and exhibitions budget; improved relevant lead quality from 10% to 65% within one year, reducing average cost-per-lead to under \$150 through rigorous event ROI optimisation.
- Positioned AthenasOwl as a recognised thought leader in the media and entertainment AI space within 18 months, through targeted PR, content, and conference strategy.
- Conceptualised and executed an AI-driven brand visibility measurement campaign during the FIFA World Cup, demonstrating cross-functional innovation between marketing and data science.

Senior Business Analyst

Fractal Analytics | AI & Advanced Analytics Jun 2012 – May 2015

Key Achievements & Responsibilities:

- Delivered data-driven consumer and marketing insights for Colgate-Palmolive Brazil, supporting decision-making for top-line management.
- Automated report generation workflows, reducing report turnaround from 3 days to 1 hour per report — freeing capacity for deeper exploratory data analysis (EDA).
- Led Global Data Harmonisation initiative for Colgate-Palmolive: developed automated validation and harmonisation rules to consolidate multi-source, multi-geography data across product categories.

PROJECTS & SIDE BUILDS

- Built an IoT-based automated parking alert system using ESP32 + GSM module - detects unauthorised parking on assigned spot and triggers an instant call and SMS alert to the owner. Currently live and being expanded to neighbouring parking spots
- Designed and built a full-stack CRM for Padel coaching registration and student management using Claude as the primary development tool - handles enrolments, batch tracking, and student records. Currently live and in active use.

EDUCATION

B.E. (Information Technology) | University of Mumbai, Sardar Patel Institute of Technology 2008 – 2012