



Vaibhav Srivastava

Fractional CMO | GTM Advisor

Digital Marketing · Demand Generation · Growth Marketing ·
GTM Strategy · Fractional CMO

18+ Years | USD 140Mn+ GTM Leadership | Multi-Brand, Multi-Market Scope |
Serial Entrepreneur

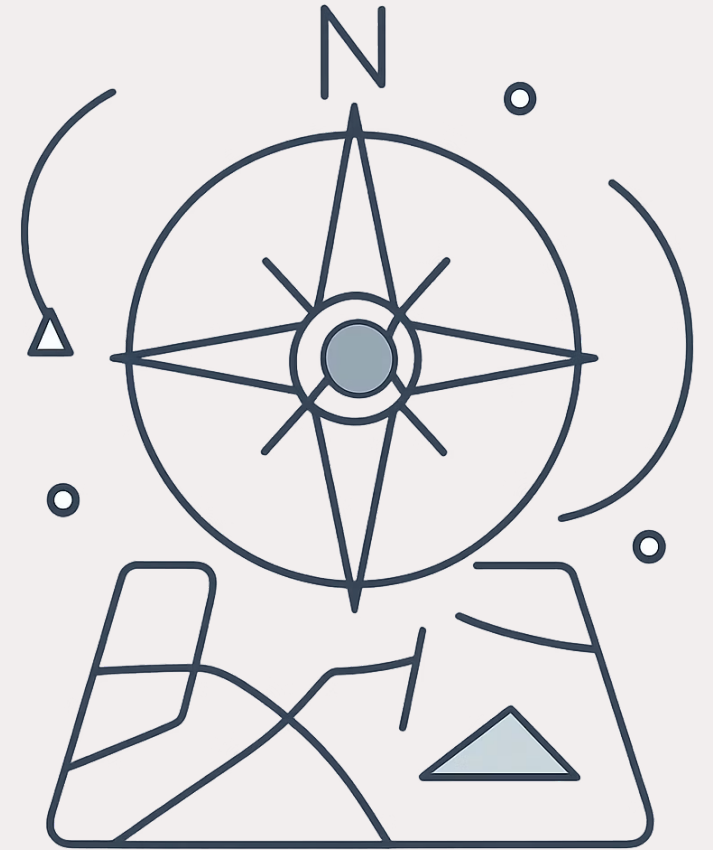
Executive Summary

A results-driven senior marketing leader with **18+ years of experience** building and scaling acquisition, growth, and brand marketing functions across Asia Pacific and North America markets — blending performance-marketing precision with brand strategy.

Managed 360-degree Brand and Marketing activations across India, Australia, New Zealand, Singapore, South-East Asia, HongKong, China and the United States. Drove Acquisition, Growth, and Brand-building mandate with ownership of **USD 140Mn+ multi-brand digital business**.

My North Star: Helping businesses build scalable growth systems by combining strategy, marketing, and technology to create enduring business value.

"Sustainable growth is built through scalable systems, repeatable processes, disciplined execution, and the right teams."



Scale & Impact

18+

Years

progressive marketing leadership experience

\$140Mn+

GTM Revenue

mandate managed across APAC & North America

\$55Mn+

New Bookings

contributed annually

\$15Mn+

Ad Spend

managed annually, with ROI-focused optimization

25+

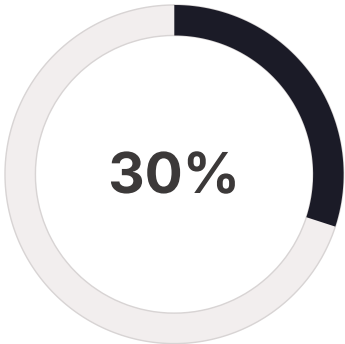
Person Team

led across India, Australia, Singapore, Philippines, US

2.4x

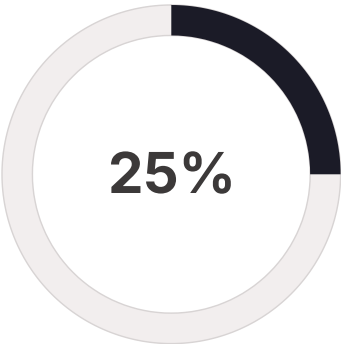
Pipeline Growth

enterprise pipeline growth, year-over-year



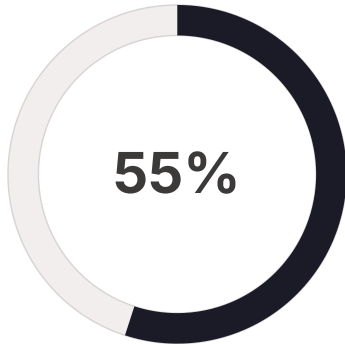
Sales Cycle Reduction

via sales-marketing alignment



Cost Reduction

while scaling acquisition



Organic Growth velocity

with innovations across SEO/AEO/GEO

Core Capabilities — Strategy, Brand & Acquisition

1

Marketing Leadership & Strategy

GTM ownership, P&L, CoE building

2

Brand Strategy & Positioning

Messaging, localisation, TTL campaigns

3

Acquisition & Performance Marketing

SEM, SEO, Paid Social, Affiliates

4

Analytics & Insights

GA4, Adobe Analytics, Tableau,
Attribution modelling, Martech Stack

5

Growth Marketing & CRO

Funnel analytics, Martech, tool
onboarding & integration

6

Product-Led & Sales-Led Growth

Self-serve + sales-assist hybrid models

Core Capabilities — Revenue, Data & Operations

B2B, ABM & Revenue Marketing

Full-funnel account-based marketing, MQL→SQL optimization, sales-marketing joint planning, territory strategy, revenue operations

AI-Powered Marketing & Lifecycle Automation

AI-driven campaign personalization at scale, marketing automation, AI adoption strategy for marketing organizations

GTM Engineering

CRM/LMS customization, ICP development, lead scoring, data orchestration, predictive dashboarding (Clay, N8n)

Analytics, Insights & Revenue Accountability

GA4, Adobe Analytics, Tableau; attribution modeling; LTV/CAC/ROAS ownership; translating data into strategy

Customer Marketing & Insights

Customer lifecycle management (CLM), retention marketing, business intelligence infrastructure

Market Entry & Multi-Market Expansion

India-first positioning for global brands, cross-border GTM (India → ANZ → SEA), partner ecosystem development

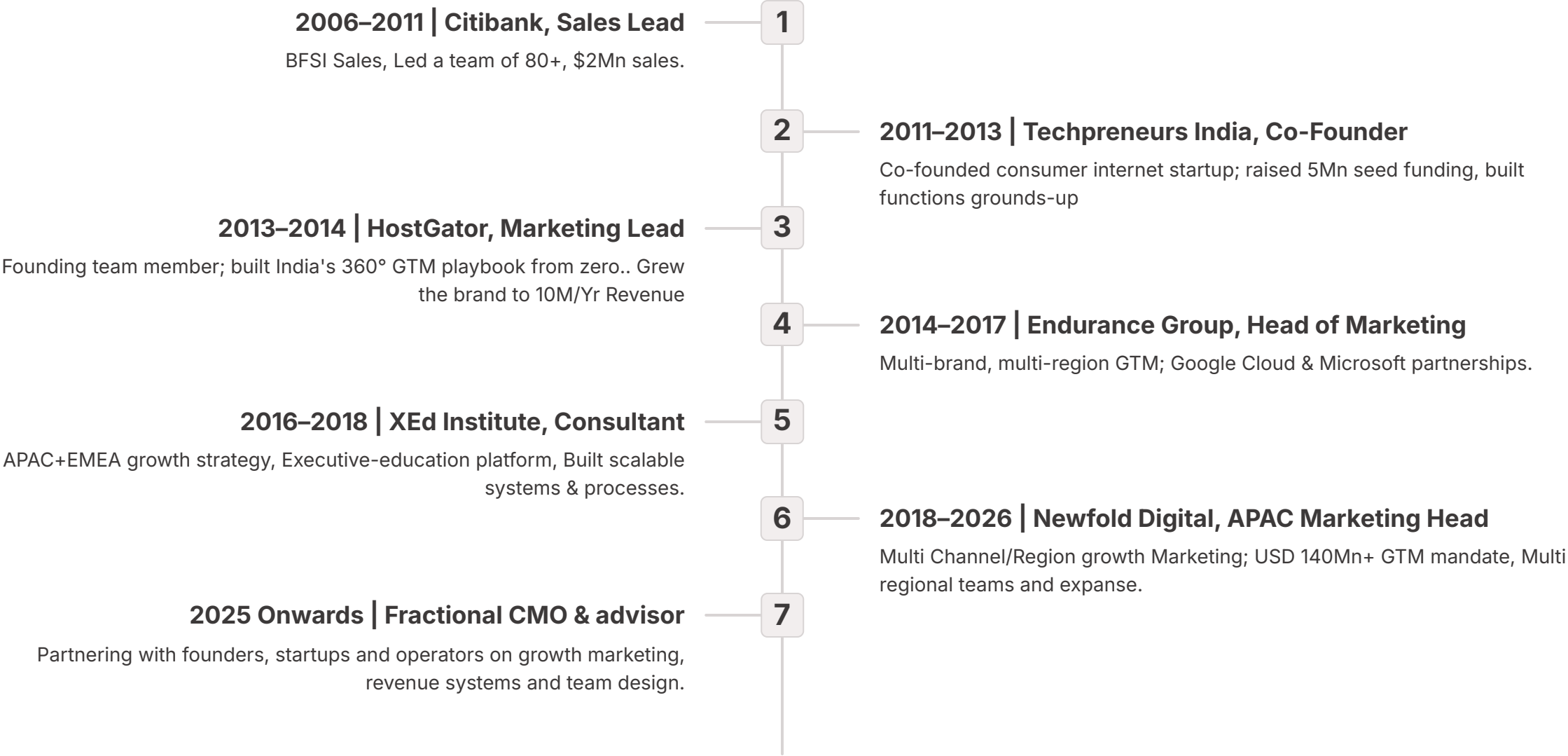
Events & Field Marketing

Flagship tech conferences, regional roadshows, executive roundtables, webinars

Team & Stakeholder Leadership

Building marketing teams from scratch, hiring & mentoring, agency/vendor management, cross-functional alignment with Sales, Product & Engineering

Professional Journey



Defining Career Moments

Associate → Division Leader (Citibank)

Growth mindset and results-first execution earned 4 promotions in 5 years, leading 80+ associates.

Launching HostGator India — Day Zero

Built the India GTM playbook from scratch as a founding team member; it became the template for future global brand launches at Newfold.

Conceptualizing innovative & award winning Media & Brand campaigns

Pioneered an unconventional creator/influencer program for B2B, winning industry recognition and establishing a new demand-gen playbook.

Co-Founding Techpreneurs India

Left a stable corporate role to build a consumer-internet startup — raised seed funding and learned product-market fit the hard way.

A 10-Year GTM Engine at Newfold

Scaled from a single India brand to a USD 140Mn+, multi-brand, multi-market acquisition and growth mandate.

Leading AI-Driven Marketing Automation

Drove enterprise-wide adoption of AI-powered personalization, positioning the APAC team ahead of the curve in AI-first marketing practice.



Markets, Brands & Business Models

Global Footprint

- **APAC:** India, Australia, New Zealand
- **South East Asia:** Singapore, Philippines, Indonesia, Hong Kong
- **North America:** United States, Canada

Business Models Covered

- B2B/SaaS: Mid-market & Enterprise
- B2C/D2C: Consumer internet
- eCommerce
- Startups & Enterprises

Brand Portfolio

- **Built from scratch (India-native):** BigRock, Speedhost, ResellerClub
- **Global brands launched in local markets:** HostGator IN, Bluehost IN, Constant Contact IN
- **Scaled across APAC:** CrazyDomains, Vodien, FreeParking
- **North America :** Network Solutions, Web.com, Domain.com, **Bluehost.com**
- **Directorships:** Gente Consulting | Gente Partners | Techpreneurs India

Operational Ecosystem — Who I've worked With

1

Internal Stakeholders

Executive Leadership · Sales · Product · Engineering · Customer Success

2

Customer Segments Served

SMB · Mid-Market · Enterprise · eCommerce Businesses · Resellers & Channel Partners · Startups & Freelancers

3

Strategic Partners

Google · Microsoft · Verisign · Digital Agencies · Developer Ecosystem

4

Industry Communities

WordCamp · Startup Ecosystems · Marketing Communities · Martech Networks · Events & Conferences

Key Achievements — Quantitative Impact



Commercial

- Led marketing for a USD 140Mn+ collective GTM mandate across a multi-brand APAC & NA portfolio
- Drove USD 55Mn+ in new bookings annually
- Reduced CAC by 25% while growing enterprise pipeline 2.4x YoY
- Reduced sales cycle by 30% through sales-marketing alignment
- Maintained a healthy >1:1.25 LTV:CAC ratio in competitive markets

Functional

- Built a Marketing Centre of Excellence (CoE) supporting multiple global markets
- Launched AI-driven marketing automation, improving campaign efficiency and personalization at scale
- Instituted Programmatic SEO and Answer Engine Optimization (AEO) practices ahead of industry adoption
- Ran 10+ field events annually, contributing 15% of total marketing pipeline



Key Achievements — Qualitative Impact

Brand Building

- Built BigRock from a nascent brand into a recognized India domain & hosting brand
- Founding team member for HostGator India and Constant Contact India launches
- Led Bluehost India market entry and growth
- Scaled CrazyDomains, Vodien, FreeParking & SiteBeat across APAC
- Conceptualized the Bluehost Creator's Program, Vodien Agency Partners Program

Leadership

- Built high-performing marketing teams from scratch, multiple times, across organizations
- Currently leading a 15-member team across APAC geographies
- Co-founded Techpreneurs India; raised INR 5Mn seed funding
- 4 promotions in 5 years at Citibank, starting as a frontline associate

Awards & Recognition



Internal Awards — Newfold Digital

- 2025 — Annual Leadership Award (top 10 leaders across the organization)
- 2024 — Ace of Initiative Award (innovative thinking, proactive leadership)
- 2022 — The Einstein Award (excellence in marketing execution)
- 2021 — Michael Porter Award (business effectiveness & strategic impact)
- 2019 — Harvey Keitel Award (operational efficiency & process optimization)

External Recognition

- ET Brand Equity Award, 2022
- ET Influencer Marketing Awards — Bluehost Creator's Program (B2B Silver)
- ET Sharks Awards, 2023
- Goafest Abby Awards for BigRock, 2013 & 2014
- Google Cloud Expansion Partner of the Year — APAC, 2020

Speakership & Thought Leadership

WordCamp · AI Seminars · Industry Meetups

Leadership & Operating Philosophy

Leadership Philosophy

- Radical Candor — direct, honest communication; feedback is a gift, not a threat
- Ownership Mindset & Bias for Action
- Trust Through Transparency · People First

Talent Philosophy - Fun · Money · Ladder

The three things that keep great talent engaged: enjoyable work, fair compensation, and a visible growth path. When all three align, performance follows naturally.

Guiding Principles

Customer Obsession · Data-Informed Decisions · Continuous Learning · Long-Term Thinking · Excellence Over Activity

Operating Framework - DMAIC

01	02
Define	Measure
align around the business problem, customer need, and growth objective	establish baselines, economics, and success metrics
03	04
Analyse	Implement
identify bottlenecks, growth constraints, and opportunities	deploy scalable solutions with clear accountability
05	
Control	
institutionalize processes, dashboards, and governance for predictable growth	

Education & Certifications

Senior Executive Leadership Program

University of Oxford (*in progress, expected 2027*) — advanced leadership, organizational strategy, global business management

Master's — Philosophy (2024)

critical thinking, ethical reasoning, structured argumentation

Bachelor's — Animal Biology (2006)

scientific method, data analysis, systems thinking

Certifications

Design Thinking · Six Sigma · Advanced AI · Google Ads · Digital Marketing · Analytics · AI Tooling



References & Testimonials

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" Working with Vaibhav, transformed the way we operate. Their expertise helped us streamline operations while their marketing team drove a 3x increase in qualified leads. "

Mitika Kulshreshtha, CEO @airTEN0 & @IndiaGeniusChallenge

 www.linkedin.com



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"The responsiveness and quality of execution are exceptional. We were able to scale faster without increasing internal overhead — exactly what we needed at our stage of growth. "

Hendrik Kruizinga, Head of GTM & Partnerships - Amaze Intelligence

 www.linkedin.com



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"Their integrated approach to operations and marketing is what sets them apart. We saw improvements not just in efficiency, but in actual revenue growth "

Anna Kalyman, Chief Marketing Officer - Career minds

 www.linkedin.com



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"Working with Vaibhav and his team feels less like a vendor and more like an extended team. Their ability to understand our business and deliver consistently is impressive. "

Shashank Mehrotra, Chief Marketing Officer & President - Zeta

 www.linkedin.com



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Featured Fractional Engagement References

- Pixelo Digital
- Auburn Digital
- Ruglas Media

References Available on Request

What I'm Looking For

I am Open to engagements in different constructs and structure to drive right value for the Business.

Fractional CMO / Marketing Leadership

Strategic ownership of the marketing function, Short and Long term both

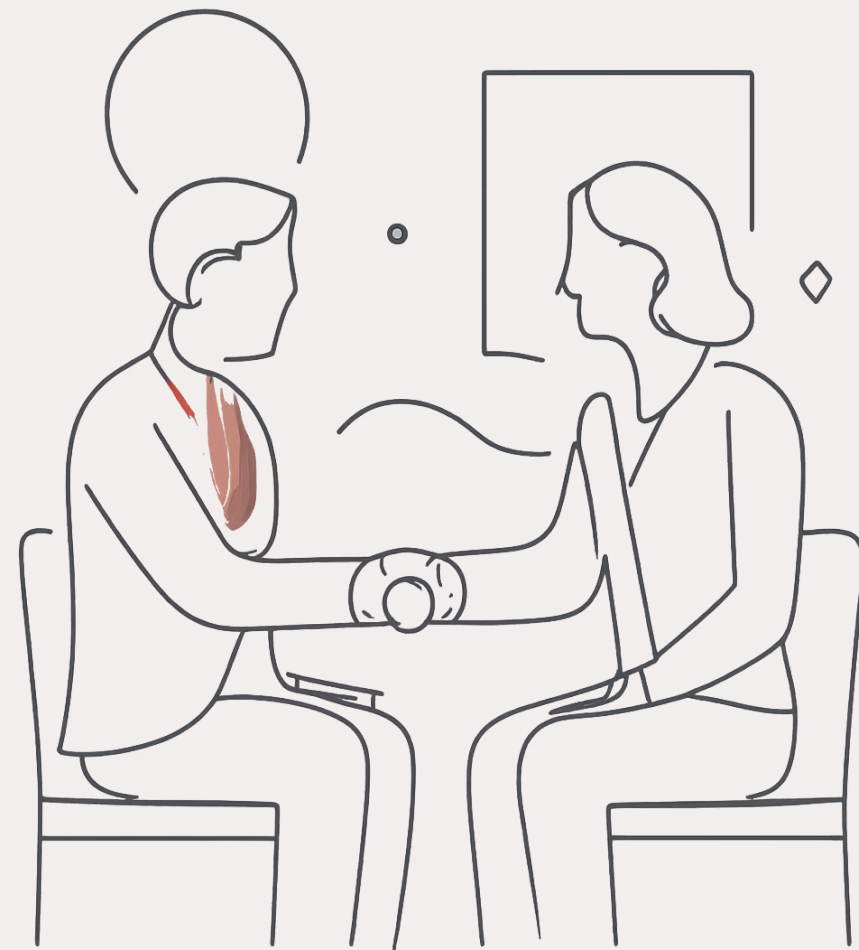
Advisory / Board Roles

Periodic strategic guidance, growth reviews, and marketing governance. Time bound engagements

Project-Based Consulting

Defined-scope initiatives such as GTM strategy, market entry, marketing audits, or AI/martech implementation. Fdw weeks to months.

All engagements are structured with clear deliverables, timelines, and success metrics.



What I offer - Advisory & Fractional Focus Areas

Growth Strategy

Diagnosing growth constraints and designing repeatable, full-funnel growth systems rather than one-off campaigns.

Market Expansion

India-first and cross-border GTM design for global brands entering APAC/SEA; partner ecosystem development.

GTM Instrumentation & Execution

Building the martech, CRM/LMS, and data infrastructure (ICP, lead scoring, dashboards) that lets sales, marketing, and customer success operate at peak efficiency.

Demand Generation

Full-funnel paid, earned & owned strategy; ABM for enterprise segments; MQL→SQL pipeline optimization.

Brand Transformation

Repositioning, rebranding, and localization programs that improve trust and trial-to-paid conversion.

AI Adoption in Marketing

Practical, hands-on AI enablement for lean teams: agentic AI agents for lead qualification, content generation, and customer workflows; AI-native marketing automation; workflow monitoring and iteration.

Martech & Revenue Operations

Stack audits, tool selection & implementation, CRM/marketing-automation configuration, sales-marketing alignment processes.

Fractional CMO Advisory

Board-level reporting, budget governance, team building, and marketing leadership on a fractional or advisory basis for companies not yet ready for a full-time CMO.

What I offer - Technology & Platform Expertise

Advertising & Paid Media

Google Ads, SA360, DV360, Microsoft Ads, Meta Ads, LinkedIn Ads, Reddit & Quora Ads

SEO & Web Analytics

SEMrush, Ahrefs, Google Search Console, GA4, Adobe Analytics, Hotjar

Marketing Automation & Engagement

HubSpot, Marketo, Customer.io, CleverTap, WebEngage, Mailchimp

CRM & Sales Enablement

Salesforce, Sales Navigator, Pipedrive, FreshSales, Pega

CRO & Landing Pages

Optimizely, Unbounce, OptinMonster, Crazyegg

Visualization & Reporting

Tableau, Looker Studio, Redshift, Metabase, Whatagraph

GTM Engineering & AI

Clay, N8n, CRM/LMS integrations

AI Tools

ChatGPT, Claude, Perplexity, Base44, Bolt.New, Cursor, Lovable

Project & Collaboration

Asana, Trello, Google Workspace, Microsoft Teams

18 years of hands-on experience across the full martech spectrum — from paid media and SEO to AI enablement and GTM engineering.



Let's Connect

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Open to senior marketing leadership, fractional CMO, and strategic advisory engagements across APAC & Global markets.