GANESH MARVE

Chief Marketing and Strategy Officer

Business Development Expert | Marketing Strategist | Visionary Thinker, Change Manager & Risk Taker with entrepreneurial drive

Graduate Engineer and MBA, ~ 25 plus years' experience & skills in blending creative intellect; acknowledged for strengthening companies to lead in highly competitive markets and meeting top / bottom-line objectives with innovative strategies

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PROFILE SUMMARY

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- Played a key role in managing marketing portfolio of **over 100 million USD** including both **B2C and B2B business**
- Lead **global marketing function** for 2 companies (Tech Mahindra & Fusion)
- Experience of setting up and managing large Marketing Function, leading a team of ~ 90. Set up Digital Transformation business for Xplore Tech.
- Expertise in Branding, Digital & Performance Marketing, Social Media marketing, Inside Sales, Public Relations, Demand Generation, Google/Meta/LD/referral Network Ad Management, Market Research
- **Sales Strategist** offering thought leadership, insights for market differentiation, competitive advantage, and go-to market strategies using best-in-class tools; spearheading marketing function for EMEA, North America and Latin America and APAC
- Excellence in **augmenting brand visibility** through innovative marketing plan, communication strategy & campaigns, driving brand-positioning research, leading, **Digital**, **ATL/BTL campaigns** including events & exhibitions and driving the use of digital marketing & online marketing tools.
- **Campaign Specialist**; secured growing business by implementing short & long-term campaigns for brand/product awareness, loyalty, and recall.
- Exhibited skills in developing a **creative vision and marketing platform** for transforming a **nascent brand into a leading one** through market / competitor analysis, strategic planning and creating an effective brand architecture.
- **Evaluated the entire marketing mix** and provided a long-range vision for the brand.
- Skilled in identifying & establishing **strategic alliances / tie-ups** with suitable business partners, resulting in deeper market penetration to achieve profitability.
- **Strategic Consultant** with expertise in delivering Advisory services to various Fortune C-suite customers for strategizing, optimizing, and transforming their portfolio which resulted in resolving various customer issues which includes Strategy & Roadmap, Model Realignment, Portfolio Optimization, Cost Reduction & Organization Change Management
- **Multi-disciplinary experience** in Business & Market Intelligence, Operational Excellence, Revenue Assurance, and Stakeholder Management
- **Expertise in managing overall functioning of processes & implementing processes** in line with the preset guidelines.
- **Showcased proficiency in business growth** with skills in formulating, developing and implementing short term or long-term strategies to ensure attainment of revenue goals and profitable sell-through.

CORE COMPETENCIES

- Brand Management & Strategies
- Consumer Insights & Market Research
- Brand Targeting and Positioning
- Internal and External Communication
- B2B / B2C Marketing
- Business Growth
- Digital & Social Media Public Relations
- Budgeting & Forecasting
- New Product Launches
- Process Improvement
- Market Growth Strategies
- Team Building & Leadership
- Strategic Planning
- Merger and Acquisitions

CERTIFICATIONS & TRAINGINGS

- ✓ Certified Digital Marketing Professional | Manipal University
- ✓ Business Analytics for Data Driven Decision Marketing | Boston University

EDUCATION

MBA Marketing from University of Pune in 2001
BE in Metallurgy from University of Pune in 1996

WORK EXPERIENCE

Noriaz Consulting India Pvt. Ltd, Mumbai, India | Dec 2023 – Till Date

Founder & CEO

Many companies hit a growth ceiling simply because there's no one steering the ship. Getting a marketing department in top shape is difficult to do without a CMO. My Fractional CMO service gives you that leadership on demand. Let's a senior marketing executive guiding your strategy without the cost of a full-time hire. Few of recent projects are

- ✓ **Fractional CMO** (Apr 2024–Present) – India-based consumer IT peripheral company
  → Building marketing leadership from the ground up to prepare for IPO readiness
- ✓ **Fractional CMO** (Jun 2024–Jun 2025) – USA-based service provider
  → Revamping digital presence and online assets to boost customer acquisition
- ✓ **Fractional CMO** (Feb 2024–Jun 2025) – USA-based mid-size enterprise
  → Repositioned brand, built digital marketing and inside sales teams, achieving **21% growth**
- ✓ **Fractional CEO** (Feb 2024–Jul 2024) – USA-based HealthTech app
  → Drove strategic business realignment resulting in **15% revenue growth**

Fusion Group, Atlanta, USA | Mar 2020 – Dec 2023

Chief Marketing & Strategy Officer

Global Head of Marketing & Strategy of USD 250 Mn US based company in Customer Experience Management, AI/ML, Digital Transformation and BPO. Led a team of ~80, reporting to Founders & Board of Directors. Responsible for driving Marketing, Business Strategy, Solutioning and Inside Sales

- ✓ Led Marketing Strategy of this global group spanning for 3 to 5 years, which helped the company to improve revenue from USD 65 M to USD 135 M with EBITDA increase of +20% range
- ✓ Executed Brand Repositioning exercise for all group companies (11 brands to Single brand) in record time of 4 months. This helped the group to improve Top of Mind Awareness (TOMA) by 35%
- ✓ Institutionalized account-based marketing & inside sales functions. Built demand generation campaigns (LinkedIn, Google, Bark, Clutch). 60% of net new business came from leads generated from these programs
- ✓ Leveraged success in expanding follower base by over 400% as compared to 2019 figures for LinkedIn, Facebook
- ✓ Revamped online assets like Website. Got the Website AHREF rank of <300K with domain authority score of 40. Increased traffic on by >80% YoY during the same period
- ✓ Restructured the client facing organizations including sales, client service and partner network to increase market penetration from 7 countries to 14 countries. Built marketing eco system for every new market
- ✓ As a part of strategy portfolio enabled in organic growth with 3 acquisitions one each in EMEA, APAC, NALATM region
- ✓ Achieved organization readiness for the Private Equity/IPO round
- ✓ Founded digital transformation company (OMIND) supporting ITES business. Was a part of Board of Directors
- ✓ Built perception of "customer experience company" through various PR programs which are featured in Entrepreneur India, Business India, The Economic Times, USPAACC in USA
- ✓ Presented company as Brand Ambassador in the various conferences and trade shows in India, USA, Europe, Middle East
- ✓ Built and managed the marketing budget at the global level ensure corporate budget objectives are met

Tech Mahindra, New Jersey, USA | Apr 2014 – Feb 2020

Marketing Head

Head of Marketing, for North America and LATAM region, controlling 65% of the Company's revenues. Led a team of ~ 90 and reporting to Business Head, USA. Responsible for overall marketing for the Company's digital Products/Services

- ✓ Moved the brand perception from "System Integrator "to "Digital Player". This led the brand to feature 14th Rank in Top 20 Tech Service Brands Globally, recognized by Brand Finance
- ✓ Conceptualized and executed GTM strategies for Fortune 500, North American companies, leading to 40% YoY growth
- ✓ Established strategic alliances / tie-ups with technology partners like IBM, Oracle, Google, that helped deciding right product mix, for a given market
- ✓ Built the "Blue Marble "product from concept to launch, ensuring entry in 54 markets worldwide. Pushed this micro services platform through app marketing & conventional marketing campaigns with ROAS of 350%

- ✓ Managed employee engagement and CSR campaigns on LinkedIn, X (Twitter), Facebook and Instagram that helped to grow follower base by 500%. The Glassdoor and Ambition Box ratings improved from 2.5 to 4.2
- ✓ Built marketing function with SBU specific approach and institutionalized various marketing processes. Got ISO10668 Certification for brand and marketing
- ✓ Built the marketing team for EMEA and NALATAM region. Achieved People Choice Award in 16 and Technology Choice Award in 17 amongst all units of the company
- ✓ Worked with TM forum (Global Industry association for service providers) that led to improvement in thought leadership across leading markets of USA, India & Middle East
- ✓ Extensively built marketing programs (customer events/workshops), which got company featured in Everest Group PEAK matrix for Digital Engineering Services Category
- ✓ Managed global events like 'Mobile World Congress' to maintain brand loyalty & recall across all public relations touch points
- ✓ Managed the Marketing budget ad variance management across all defined regions ensuring ROI driven marketing

Early Experience

Duration	Organization	Designation	Location
Sep 2012 - Apr 2014	Globacom	Marketing Head	Lagos, Nigeria
Sep 2008 - Sep 2012	Tikona Digital Networks	General Manager - Product	Mumbai, India
Sep 2007 - Sep 2008	Tatanet	Dy General Manager - Product	Mumbai, India
Feb 2004 - Sep 2007	Reliance Communication	Senior Manager – Product	Mumbai, India
Jun 2001 - Feb 2004	GTL	Business Dev. Manager	Ahmedabad, India

MEMBERSHIPS OF PROFESSIONAL BODIES

- ✓ Member of IMA CMO all India forum
- ✓ Featured in Entrepreneur India Magazine in 2022
- ✓ Top 10 CMO's In India by Trade Flock Magazine in 2022
- ✓ Covered by Icon Behind Brands in 2023 for marketing leaders Interview