MANOJ T. SRINIVAS

AI PRODUCT & GTM LEADER

GENAI · AI PRODUCT BUILDING · PRODUCT MARKETING · CONTENT

AI product and GTM leader with 15+ years in marketing, SaaS and brand strategy, connecting AI-enabled solutions, content strategy and automation with business outcomes.

Chennai, India **India & Global Remote**

VIEW WORK ↗ | LINKEDIN ↗



15+
Years' experience
Marketing, GTM & partnerships

₹23 Cr
Summer-season revenue
Reported campaign contribution

₹2.5 Cr
Monthly marketing budget
Reported management scope

NA · UK · AU
International exposure
North America, UK & Australia

Core Expertise

STRATEGY · EXECUTION · GROWTH

AI Product Development
AI use cases, product discovery, prototyping, requirements and AI-enabled solutions.

GenAI GTM & Product Marketing
Generative AI, B2B SaaS, product positioning, launch strategy and customer acquisition.

AI Transformation & Automation
CRM workflows, marketing automation, AI adoption and process improvement.

Product Strategy & Growth
Product strategy, demand generation, partnerships, growth marketing and revenue strategy.

Selected Case Studies

CLICK TO EXPLORE



ENTERTAINMENT · MARKETING

VGP Group ↗
Led marketing across entertainment properties, with integrated campaigns, audience positioning and seasonal growth initiatives.



HEALTHCARE · ACQUISITION

Kauvery Hospital ↗
Developed audience and partner engagement initiatives across healthcare marketing, marathon outreach and institutional acquisition.



B2B SAAS · GTM

DBI360 / FindMySuppliers.ai ↗
Built product messaging and market-development approaches for a supplier-discovery platform targeting North American buyers.



JEWELLERY · BRAND

Malabar Gold & Diamonds ↗
Worked on jewellery brand positioning and coordinated integrated marketing and brand communication initiatives.

Education

QUALIFICATIONS FROM PRIOR RESUME

B.Sc. Visual Communication
Undergraduate degree

B.Sc. Psychology
Dr. M.G.R. University

Master's Degree
Dr. M.G.R. University

Connecting AI, product strategy and technology to business growth.

AI-enabled products · Intelligent automation · Go-to-market execution



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Let's Connect

EXPERIENCE THAT BUILDS WHAT'S NEXT

MANOJ T. SRINIVAS

Professional Experience

15+ years of commercial, marketing and digital delivery experience spanning product positioning, GTM strategy, AI-assisted digital products, SaaS, customer acquisition and cross-functional leadership across entertainment, healthcare, cybersecurity and technology.

Career Journey

STRATEGY · EXECUTION · IMPACT

01 VGP GROUP
Feb 2026 – Sep 2026

Senior Marketing & Creative Consultant

ENTERTAINMENT · BRAND & GTM

- Led portfolio-level brand strategy, product marketing and integrated GTM across Universal Kingdom, Waghoba and Cyber Kingdom.
- Managed approximately ₹2.5 Cr in monthly marketing investment; aligned campaigns with footfall, acquisition and revenue.
- Repositioned a legacy theme park for younger audiences; AI-assisted digital journey and marketing contributed to ₹23 Cr summer revenue.
- Tested Waghoba campaign propositions supporting approximately ₹50 lakh monthly business.

02 KAUVERY HOSPITAL
Jul – Sep 2025

Marketing & Branding Consultant

HEALTHCARE · CUSTOMER ACQUISITION

- Audited branch-level marketing operations, customer touchpoints and patient-acquisition communication.
- Developed unified messaging and campaign recommendations across digital, corporate, college and community channels.

03 DBI360 / GREEN JEEVA
Jan – Apr 2025

Marketing & GTM Consultant

AI-POWERED B2B SAAS · PRODUCT MARKETING

- Defined GTM, value propositions, buyer journeys and product messaging for FindMySuppliers.ai.
- Produced sales-enablement and marketing communication for supplier discovery and nutraceutical markets in North America and Canada.

04 DEYWEBZ / SUTHERLAND – MCAFEE
Jan 2021 – Sep 2024

Senior Client Servicing & Account Lead

CYBERSECURITY · INTERNATIONAL ACCOUNTS

- Managed McAfee product communications through Sutherland for North America, UK and Australia.
- Translated stakeholder needs into structured briefs, deliverables and cross-market review workflows.

05 IMAXCELL INFOTECH
May 2015 – Dec 2020

Senior Client Servicing Executive

DIGITAL SOLUTIONS · CLIENT PARTNERSHIPS

- Led delivery of marketing, websites, applications, creative and event projects with designers, developers and vendors.
- Delivered 50+ integrated projects, supported campaign reporting and expanded client accounts through digital solutions.

06 YAKSHA INTEGRATED SOLUTIONS
2012 – Apr 2015

Client Servicing Executive – Events & Activations

EXPERIENTIAL MARKETING

- Managed client communications, creative production and execution for 30+ trade shows and 15+ product launches; clients included The Hindu and iAds.

07 HINDUJA GLOBAL SOLUTIONS
2011 – 2012

Customer Care Executive – Airtel Postpaid

CUSTOMER EXPERIENCE

- Handled inbound customer service and developed foundations in Voice of Customer, customer psychology and resolution.

Product & Digital Work

FindMySuppliers.ai: B2B SaaS GTM, buyer journeys and product storytelling.
VGP: AI-assisted website journey and campaign-led digital experiences.
Independent: AI-assisted utility-app prototypes. Explore Builds ↗

Education & Credentials

M.Sc. Visual Communication — University of Madras
B.Sc. Psychology — Dr. M.G.R. University
LinkedIn Marketing Labs — Strategy & Fundamentals