

MANOJ T SRINIVAS

SENIOR PRODUCT MARKETING MANAGER | GTM LEAD

Product Positioning · Go-to-Market Strategy · Customer Insights · B2B SaaS · AI-Enabled Marketing

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Product Marketing and GTM leader with 15+ years of experience across AI-powered B2B SaaS, cybersecurity, technology, healthcare and consumer entertainment. Translates customer pain points and product capabilities into differentiated positioning, value propositions, buyer journeys, sales enablement, demand-generation campaigns and digital experiences. Combines creative direction with marketing analytics, commercial performance and cross-functional execution.

15+ Years MARKETING & GTM	₹23 Cr SUMMER-SEASON REVENUE	₹2.5 Cr MONTHLY MARKETING BUDGET	NA · UK · AU INTERNATIONAL MARKET EXPOSURE
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CORE PRODUCT MARKETING EXPERTISE

GTM Strategy & Execution · Product Positioning & Messaging · Value Proposition · Customer Segmentation · Voice of Customer · Buyer Journey · Product Launches · Sales Enablement · Demand Generation · B2B SaaS · Campaign Optimisation · Marketing Analytics · Creative Direction · Cross-functional Leadership · AI-assisted Marketing

PROFESSIONAL EXPERIENCE

VGP GROUP Senior Marketing & Creative Consultant Feb 2026 – Present

- Lead product marketing, positioning and integrated GTM initiatives across three brands; manage an approximately **₹2.5 crore monthly marketing budget** for VGP Universal Kingdom and align campaigns with footfall and revenue goals.
- Repositioned a legacy, family-oriented theme park into a youth-relevant entertainment brand through refreshed messaging, campaigns and an AI-assisted digital journey, contributing to **₹23 crore in summer revenue**.
- Tested audience propositions and campaign concepts for Waghoba, identifying scalable approaches supporting approximately **₹50 lakh in monthly business**; applied learnings to Cyber Kingdom.

KAUVERY HOSPITAL, CHENNAI Marketing & Branding Consultant Jul 2025 – Sep 2025

- Audited marketing teams, customer touchpoints and patient-acquisition communication across branches; developed a unified positioning and messaging framework with actionable campaign recommendations.

DBI360 | GREEN JEEVA Marketing & GTM Consultant Jan 2025 – Apr 2025

- Built GTM strategy for **FindMySuppliers.ai**, an AI-powered B2B SaaS platform; translated capabilities into positioning, value propositions, buyer journeys, product narratives and website messaging.
- Created sales-enablement collateral and campaign communication for AI and nutraceutical solutions serving North American and Canadian markets.

DEYWEBZ / SUTHERLAND – MCAFEE Senior Client Servicing & Account Lead Jan 2021 – Sep 2024

- Managed product-communication requirements for McAfee cybersecurity solutions across North America, the UK and Australia, translating stakeholder needs into structured briefs and coordinated deliverables.

IMAXCELL INFOTECH Senior Client Servicing Executive May 2015 – Dec 2020

- Owned client briefs across marketing, creative, websites, applications and events; directed cross-functional delivery from concept to execution, performance reporting and account growth.
- Delivered 50+ integrated projects and expanded accounts by positioning website, app-development and end-to-end marketing solutions.

Yaksha Integrated Solutions — Client Servicing Executive, Events & Activations | 2012 – Apr 2015 — Managed 30+ trade shows and 15+ product launches for clients including The Hindu and iAds.

Hinduja Global Solutions — Customer Care Executive, Airtel Postpaid | 2011 – 2012 — Built a foundation in Voice of Customer, customer psychology, communication and service delivery.

SELECTED PRODUCT & DIGITAL WORK

FindMySuppliers.ai: B2B SaaS GTM, positioning, buyer journey, product storytelling and sales enablement.
Universal Kingdom & Waghoba: AI-assisted websites combining audience strategy, content, customer journey and digital product thinking.
Independent projects: Utility-app prototypes created with AI-assisted development tools for business use cases.

EDUCATION & CREDENTIALS

M.Sc., Visual Communication
University of Madras | 2011–2014
B.Sc., Psychology
Dr. M.G.R. University | 2020–2023
LinkedIn Marketing Labs: Marketing Strategy; Marketing Fundamentals

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DETAILED PROFESSIONAL EXPERIENCE

Senior Product Marketing Manager | GTM Lead · Chennai · +91 7418298580 · manojtsrinivas@gmail.com

Career scope: Product marketing, GTM strategy, brand transformation, client servicing, creative direction, integrated campaigns, customer experience, digital products and AI-assisted marketing across consumer entertainment, B2B SaaS, cybersecurity, healthcare, technology and events.

VGP GROUP Senior Marketing & Creative Consultant

Feb 2026 – Present

Brands: VGP Universal Kingdom · VGP Waghoba · VGP Cyber Kingdom

- Lead portfolio-level product marketing, brand strategy and integrated GTM execution, coordinating sales, operations, digital, creative, technology, influencer, event and agency teams.
- Manage an approximately **₹2.5 crore monthly marketing budget** for VGP Universal Kingdom, aligning media and campaign investments with footfall, customer acquisition and revenue objectives.
- Repositioned a legacy, family-oriented theme park into a youth-relevant entertainment brand through refreshed positioning, messaging, creative direction, campaigns and digital experiences.
- Converted customer pain points into requirements for an AI-assisted website and improved digital customer journey; marketing initiatives contributed to **₹23 crore in summer revenue**.
- Tested audience propositions and campaign concepts for Waghoba, identifying approaches supporting approximately **₹50 lakh in monthly business**, and applied relevant learnings to Cyber Kingdom.

KAUVERY HOSPITAL, CHENNAI Marketing & Branding Consultant

Jul 2025 – Sep 2025

- Conducted a three-month review of marketing departments, campaign practices, workflows and customer touchpoints across multiple hospital branches.
- Identified messaging and coordination gaps and developed a unified communication framework to improve brand consistency across locations.
- Reviewed digital, corporate, college, community and patient-acquisition activities and recommended improvements to campaign planning and execution.
- Presented actionable recommendations to align individual branch requirements with the overall Kauvery Hospital brand and business priorities.

DBI360 | GREEN JEEVA Marketing & GTM Consultant

Jan 2025 – Apr 2025

Products and markets: FindMySuppliers.ai · Nutraceutical businesses · North America and Canada

- Developed GTM strategy and product-marketing direction for FindMySuppliers.ai, an AI-powered B2B supplier-discovery SaaS platform.
- Translated product capabilities into value propositions, positioning, buyer journeys, product narratives, website messaging and campaign communication.
- Created sales-enablement collateral and provided creative direction for application and marketing touchpoints.
- Supported GTM and creative requirements for nutraceutical companies serving North American and Canadian markets.

DEYWEBZ / SUTHERLAND – MCAFEE Senior Client Servicing & Account Lead

Jan 2021 – Sep 2024

Markets: North America · United Kingdom · Australia

- Worked through Deywebz on the Sutherland account, managing client-servicing and product-communication requirements for McAfee cybersecurity solutions.
- Acted as the communication bridge between international stakeholders and internal delivery teams, converting requirements into clear briefs and deliverables.
- Coordinated timelines, reviews and stakeholder expectations across multiple markets and time zones while maintaining communication consistency.
- Built enterprise experience in technology-product communication, international account management and structured delivery processes.

IMAXCELL INFOTECH Senior Client Servicing Executive

May 2015 – Dec 2020

- Served as the primary client contact for creative, marketing, website, application and event requirements.
- Converted client briefs into creative direction and coordinated designers, developers, content creators, vendors and execution teams.
- Managed delivery schedules, reviewed output quality, monitored campaign results and presented performance reports and recommendations.
- Expanded client accounts by identifying and upselling website development, application development and integrated-marketing services.
- Managed commercial and payment follow-ups and delivered more than **50 end-to-end marketing and event projects**.

YAKSHA INTEGRATED SOLUTIONS Client Servicing Executive – Events & Activations

2012 – Apr 2015

Key clients: The Hindu · iAds

- Managed client servicing for trade shows, exhibitions, product launches, events and brand activations.
- Coordinated product objectives, audience communication, creative materials, production vendors and on-ground execution.
- Delivered more than **30 trade shows and 15 product launches** while managing approvals, timelines and stakeholder communication.

HINDUJA GLOBAL SOLUTIONS Customer Care Executive – Airtel Postpaid

2011 – 2012

- Handled inbound Airtel postpaid customer-service calls in English and Tamil, understanding customer concerns and providing appropriate assistance.
- Built a foundation in Voice of Customer, customer psychology, service communication and problem resolution.