

# ADDANKI HARI KIRAN

Hardware Creator Operations | GTM & Launch Management | Global Compliance

Bengaluru, India • 9159842840 • harikiran.addanki@outlook.com • [LinkedIn](#) • [Portfolio](#)

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## PROFESSIONAL SUMMARY

Operations & GTM specialist with 3+ years managing the full hardware creator lifecycle — from crowdfunding campaign onboarding to product distribution — for Crowd Supply, a Mouser Electronics subsidiary. Functioning as the sole India-based Mouser employee dedicated full-time to Crowd Supply, independently owning vendor onboarding, NPI documentation, platform listings, compliance, and direct coordination with the President of Crowd Supply. Operates across a complex pipeline where independent hardware creators are funded, manufacture, and ship globally through Mouser's distribution network. Delivered 200+ product launches and onboarded 100+ creators with 100% data accuracy. Recognized with "Rising Star" and "Best Performer" awards.

## CORE COMPETENCIES

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**GTM & Launch Ops:** End-to-End Product Launch Management, NPI Documentation, Creator-to-Distribution Pipeline

**Creator Onboarding:** Hardware Creator Lifecycle, Crowdfunding-to-Wholesale Transition, Platform Compliance

**Data & Platforms:** GitHub, Zaphod, Primer, Brightcove, Inkscape, MS Office Suite

**Compliance & Trade:** RoHS Compliance, OFAC Screening, International Trade Operations

**Leadership:** Cross-functional Project Leadership, Stakeholder Management, Process Improvement, SOP Development

## PROFESSIONAL EXPERIENCE

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**Marketing Communications Specialist** | **Mouser Electronics (Crowd Supply)** | Bengaluru

Nov 2023 – Present

### Role Context

- Sole India-based Mouser employee dedicated full-time to Crowd Supply — an open-source hardware crowdfunding platform and Mouser subsidiary — independently managing its entire operational backend from Bengaluru.
- Direct operational liaison to the President of Crowd Supply, supporting cross-functional strategy, creator relationships, and platform initiatives across US and India.

### Hardware Creator Onboarding & Lifecycle

- Onboarded 100+ independent hardware creators as vendors into Mouser's ecosystem — managing the full pipeline from campaign funding through manufacturing, inbound shipment, and platform listing.
- Coordinated NPI documentation, technical specifications, and inventory replenishment via POs — serving as the primary operational interface between creators and Mouser's global distribution network.
- Optimized MOQ and lead-time workflows, reducing customer complaint response times to under 24 hours.

### Product Launch & Platform Operations

- Delivered 200+ product listings on Mouser.com — owning specification intake, data structuring, and platform readiness from post-manufacturing through live publication.
- Maintained 100% data accuracy across vendor and product databases (GitHub, Zaphod), supporting reliable operations for global stakeholders across a months-long creator-to-distribution cycle.

## Compliance & Trade Operations

- Independently facilitated RoHS compliance and OFAC screening for all creator products entering international distribution — ensuring regulatory readiness across global markets.

## Process Initiatives & Cross-functional Expansion

- Initiated and established a post-launch creator communication workflow — upon making products live on Mouser, proactively notifying creators, guiding them on inventory management, and monitoring stock levels to trigger replenishment before depletion. Process approved by management and now standard practice.
- Recently taken on responsibility for raising Product Content Requests to Mouser's internal product team for microsite creation — extending creator visibility on the platform and bridging the gap between operational onboarding and web presence.

Recognized with "Rising Star" and "Best Performer" awards for consistently exceeding performance benchmarks.

## Management Trainee – Marketing | Khazana Jewellery | Chennai

Aug 2019 – Jan 2020

- Managed ATL/BTL branding and campaign coordination across 48 retail outlets spanning South India, ensuring brand consistency aligned to corporate goals.
- Coordinated seasonal marketing campaigns with external media partners, managing execution timelines and deliverables.

## Programmer Analyst Trainee | Cognizant Technology Solutions | Chennai

Jun 2016 – Dec 2016

- Completed intensive technical training in the Mainframes domain — gained exposure to enterprise data processing, systems logic, and structured workflow management.

## EDUCATION

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### MBA in Marketing

Acharya Bangalore B-School (ABBS), Bengaluru | 2017 – 2019

### B.E. in Electronics & Communication Engineering

SCSVMV University, Kancheepuram | 2012 – 2016

## LANGUAGES

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Telugu (Native) • Tamil (Fluent) • English (Professional) • Hindi & Kannada (Conversational)