

HASITHA JAYATHILAKA

Founder · Culture-Tech · Game & VR IP · Fractional CMO

Sri Lanka · Global · Remote

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Profile

I operate as both a founder and a fractional executive, **helping teams move from narrative → traction → scale.** I build culture-tech IP, immersive digital worlds, and growth systems at the intersection of art, history, and technology. My work spans game development, VR, marketing strategy, venture building, and IP licensing - with a focus on turning deep cultural research and storytelling into real, scalable products.

What I Do

Culture-Tech & XR IP

I am the founder of Yellow House Productions, where we are building:

THE ARCHIVIST

A global game + VR cultural IP that reconstructs real historical places - starting with Arles (1888) during Van Gogh's era - allowing players, students, and institutions to explore art, architecture, and lived history inside immersive digital worlds.

Used for:

Entertainment & games Cultural tourism & exhibitions

Education & research Institutional partnerships

Creator & IP Platforms

I am also building Linseed - a platform for:

Asset licensing | Creator monetization

IP protection | Institutional & studio collaboration

It allows artists, developers, and institutions to safely license, sell, and collaborate on digital assets, knowledge, and content.

What I can offer you

Fractional CMO & Growth Leadership

Through The ROI Firm, I provide senior-level growth and marketing leadership to startups, studios, and founders.

This includes: Positioning & narrative | Go-to-market strategy | Content & community systems Partnerships & revenue pipelines

I have worked across hospitality, finance, media, SaaS, and creator brands.

Why I'm Different

I don't separate story from strategy or culture from business.

My background spans:

- Journalism & media | International relations
- Digital marketing & growth
- Game & XR development
- Cultural research & fieldwork

This allows me to build products and brands that are emotionally resonant, technically real, and commercially viable.

Current Focus

I am currently:

Working with select teams as a fractional CMO / strategy lead

Scaling The Archivist as a global culture-tech IP

Building Linseed as a creator-economy infrastructure layer

Ideal Collaborations

I am open to:

Fractional CMO / Growth Lead roles/ Head of XR / Culture-Tech roles

Partnerships with museums, tourism boards, and institutions

Collaborations | Investor & Sponsors

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Or book directly:

calendly.com/hasitha-theroifirm/intro-call-hasitha-jayathilaka