

ROHIT MALLAVARAPU

Market expansion leader

mallavarapu.rohit@gmail.com | +91 7702 406403

LinkedIn: linkedin.com/in/rohitmallavarapu17

EXECUTIVE SUMMARY

Transformational marketing executive driving enterprise market expansion for Grid Dynamics India (NASDAQ: GDYN). Sole marketing leader managing tri-vertical strategy (client, talent, brand) with proven track record: 100+ Fortune 1000 CXOs engagement, \$7M+ revenue generation, 20x YoY growth, and recognised as 'Top 25 Emerging Leaders' by Indian Startup Times in 2024.

PROFESSIONAL EXPERIENCE

Marketing Specialist - India

Grid Dynamics (NASDAQ: GDYN) | July 2024 - Present

- Enterprise leadership: Orchestrated flagship events attracting 100+ Fortune 1000 CXOs; achieved 70% of company's LinkedIn followers from India market.
- Multi-vertical management: Sole marketing professional managing client acquisition, talent branding, and market positioning simultaneously.
- Performance excellence: Improved employer brand (Glassdoor 3.2→3.9 in 6 months); generated 4,000+ qualified prospects through 10+ Dynamic Talks.
- Strategic innovation: Developed comprehensive AI positioning framework; optimised \$10,000+ budget allocation for 300% efficiency improvement.

Assistant General Manager - Partnerships

Plum (Tiger Global/Sequoia-backed) | July 2022 - July 2024

- Revenue impact: Generated 150+ enterprise leads through major events; expanded partner ecosystem by 45% (50+ strategic partnerships across associations, VCs, HRMS platforms, and co-working spaces).
- Account management: Secured \$3M+ key accounts; drove 35% improvement in partner engagement performance. Leadership progression: Rapid promotion from Partnerships manager to AGM, managing complex partner ecosystems across India.

Consumer Partnerships Manager - BFSI

ClearTax | February 2021 - July 2022

- Exceptional growth: Delivered 20x YoY growth; established 30+ partnerships generating \$7M+ revenue. Market leadership: Managed 54+ BFSI partnerships serving 150,000+ customers.
- Team development: Led 12-member sales team with 40% performance improvement through training and incentive programs.

CORE COMPETENCIES & ACHIEVEMENTS

- Strategic leadership:
 - Market expansion • P&L management • Cross-functional team leadership • AI strategy development
- Enterprise marketing:
 - Fortune 1000 Client acquisition • Brand positioning • Market localisation • C-level engagement
- Operational excellence:
 - Multi-vertical campaign management • Revenue growth • Partnership scaling • Performance optimisation

- Key Metrics: \$7M+ revenue generated | 100+ Fortune 1000 CXO relationships | 54+ Enterprise partnerships | 40% team performance improvement

EDUCATION & CREDENTIALS

- B.Tech - Information & Communication Technology | DA-IICT, Gujarat | 2020
- Executive Certifications:
 - Financial Accounting (Wharton, 2023)
 - Brand Management (London Business School, 2022)
 - Customer Analytics (Wharton, 2021)
 - Growth Hacking & Digital Marketing (LinkedIn)
 - Data Analytics (IBM, 2021)

EXECUTIVE DIFFERENTIATOR

- Industry recognition: Top 25 Emerging Leaders in 2024 - Indian Startup Times | 5,200+ LinkedIn followers
- Market authority: Thought leadership in AI positioning and market localization for Fortune 1000 technology consulting
- Unique scope: Youngest executive managing comprehensive marketing strategy for NASDAQ-listed company's India operations

Demonstrated ability to scale from startup environments to public company leadership, with a consistent track record of exceeding targets and building high-performing teams across diverse sectors.