

# Ibrahim Alladi



Growth Catalyst, Brand Custodian, Value Creator

## Executive Summary

Demonstrative leadership and expertise in creating brand awareness at an entity and consumer level across the business spectrum in the B2B & B2C space.

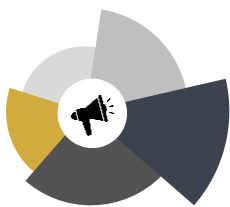
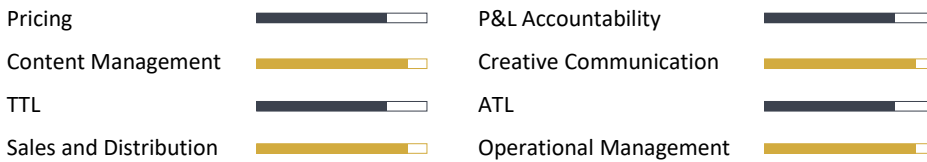
Over a span of 15 years, Kranti's career has been marked by spearheading initiatives towards strategic revenue building. By leveraging his holistic understanding of the market's behavior, collaborating with senior leaders in a high matrix corporate environment and blessed with an entrepreneurial mindset he has been able to develop plans of action that help brands to stay ahead of trends and become successful. Kranti also possesses a proven track record in designing and implementing innovative solutions for enhanced brand awareness & recall for both the short and long-term. He also believes in fostering practices that sustain competitive advantage through research that then help in identifying and prioritizing industry segments to drive top and bottom-line growth downstream.

Kranti has been consistently recognized for accelerating organizational performance through cohesive planning and execution of strategic goals and building effective teams and scaling them up into sustainable businesses from the bottom up. He is adept at leading teams, and at conflict resolution in critical and complex scenarios. Leading brand proposition and marketing, while holding complete control over developing and implementing fully integrated marketing programs with tangible ROI remain his inherent strengths. Within his role, he has consistently provided the needed oversight for all activation elements including digital, social PR, media, influencer marketing and creative communication. He defines and drives transformational solutions by developing relevant content, implementing of innovative market penetration plans, commissioning market research and most importantly by combining a collaborative leadership approach across teams.

He is also passionate about Driving consumer centric marketing and branding activities, through CSR and Loyalty initiatives that directly impact, and leverages brand awareness has been his key to success towards achieving organizational objectives.

Seeking a role requiring value creation through brand management and competent leadership, across business cultures on a global platform. Bringing years of professional experience to facilitate operations, an productivity, thereby ensuring consistent growth.

## Skills Portfolio



- Emergent Market Specialist
- Revenue / Market Share Increases
- Cost Optimization and Reduction
- Strategic Product Development
- Geographical Expansion

## Renders a strategic path by

- Building and leading a world-class performance marketing team who are deeply analytical in approach, tools and techniques; and knows how to acquire new customers while constantly optimizing spend
- Coaching, mentoring and designing the marketing teams to scale and operate at a high level of productivity, engagement, and efficiency
- Developing a refreshed and expanded brand, personality, equity tenets and value proposition that works across marketing channels creating and omni-channel experience.
- Ensure that brand, visual identity and experiential design conventions are tangible and consistent in every touchpoint (web, customer support, social, curricula, imaging, conferences and traditional media) and add-on revenue goals.

## Career Timeline

- **2014 – till date**  
Concorde Group, India  
Head – Marketing and Business Strategy
- **April 2012 – August 2014**  
Raj Developers, India  
Business Head – Marketing and Sales
- **August 2011 – March 2012**  
Ravi Kumar Distilleries, India  
General Manager – Operations and Marketing
- **May 2004 – March 2011**  
KRK Enterprises, India  
Business Head – Marketing and Sales
- **March 2003 – April 2004**  
3re Solutions Inc., India  
Business Developer
- **January 2001 – February 2003**  
Jasmine Networks Inc., USA  
ASIC Design Engineer



- PR
- Advertising
- Events and Shows
- Event Marketing (trade shows)
- Celebrity Endorsements



- Leading the creation and execution of comprehensive, measurable marketing strategies to drive sales
- Leading the product team to develop product vision, translating the vision into the product road map / release strategy and overseeing the execution of go-to-market strategies
- Spearheading the creation and implementation of effective sales and marketing tools, including management and development of sales collateral, presentations, client success stories and other sales tools to enhance sales team efforts.
- Working collaboratively across functional teams including Sales, Customer Experience and Sales Operations to drive and deliver on growth objectives, product marketing, funnel optimization and other strategic business objectives.
- Developing critical metrics and marketing reports for the executive team based on annual marketing objectives that demonstrate contribution to new and add-on revenue goal.

- Leading the digital marketing team in the day-to-day execution of programs in all digital channels, including ecommerce, social media, SEO, SEM, retargeting, etc. and ensuring strategy is aligned across all mediums
- Leading the insights team to develop and share a deep understanding of our customers in order to develop marketing plans that meet their needs and the business goals.
- Utilizing critical market and competitive research to understand, segment and define target market verticals and geographies, refining and improving the company's product value proposition and implementing the best market penetration strategy.
- Utilizing data insights and analytics to deliver superior, personalized customer experiences and measurable business results.

## Work Experience

### Concorde Group, India | Head – Marketing and Business Strategy

Corporate re-branding | Brand Positioning & Communication | Team Leadership | Marketing | Sales

Remains responsible for developing and nurturing a high performing, motivated and committed marketing and sales force which directly contributes the brand, Kranti leads a team of 12 Marketing and 45 Sales executives. Holding control over his team's outcome, he has consistently showcased a 60% increase in revenue figures over the last 2 years in a volatile market environment.

Paving ways towards short, medium-and-long-term strategic plans with corporate re-branding and ensuring that the Marketing function is structured in alignment with these plans. He strategically develops and manages branding and marketing campaigns - ATL, BTL, Online, Events and Expos, Schemes and promotions. His innovative solution to roll out customer loyalty programs has significantly catered to a 20% contribution in overall revenue. Utilizes effective brand visibility strategies through CSR programs and promotions.

Delivering effective MARCOMM strategies by managing Creative Partners, Digital agencies, Ad Agencies, PR Agencies, Event Organizers etc. remains his central focal area to drive ROI up and also cut costs.

### Raj Developers, India | Business Head – Marketing and Sales

Business Development | Strategic Alliances | Team building | New Market Entry | B2B & B2C Marketing

Leading projects and actioning business plans to increase revenue, Kranti developed an 8-member team to 45 members result driven professionals and multiple channel partners. Designated to develop key accounts, increase market share and consistently achieving business goals through repositioning and introducing new project offerings, Kranti adhered to project timelines, budgets, ascertaining methods and provided critical suggestions on strategies to enrich brand depth and meaning. In addition to prioritizing projects based on business impact he also recorded a bolstering turnover to the tune of INR 10million from commercial and residential offerings.

Sensing the scope for a 2nd line of business within the vertical, Kranti played an integral role in creating the "Leasing and Reselling" vertical as an extended service offering and also played a critical role in companies' expansion into the Hospitality industry. Executed all activities related to the marketing portfolio including launch plans, cross functional initiatives and pitch development and ensured that a unified messaged was reflected across all communication vehicles with regard to ATL, BTL and PR.

### General Manager – Operations and Marketing, August 2011 – March 2012 | Ravi Kumar Distilleries, India

Business Development | B2B Marketing | Operations | Supply Chain | Business Strategy

Responsible for the development of new and existing brands, focusing on brand planning, marketing strategies and leading a dedicated business development team, Kranti also held ownership of the production across 3 units across the three different geographies in states of Andhra Pradesh, Karnataka and Pondicherry. Under his leadership a 23% increase in market share and 17% increase in sales in less than 6 months. Achieving production demand, Kranti deftly utilized 90% of the production infrastructure, surpassed sales targets with 130% in a volatile market and increased the client base by 300%. Led and managed multiple teams across various functions of marketing, business development and operations.

## **KRK Enterprises, India | Business Head – Marketing and Sales**

New Business Vertical | Strategic Alliances | Brand strategist | Product positioning | Mergers & Acquisitions

Spearheaded the launch of 8 new products under 3 brand names catering to various segments of the Indian Made Foreign Liquor (IMFL) industry and created a brand portfolio of tier-two range across the states of Karnataka, Andhra Pradesh and Tamil Nadu in India. A 23% top-line business (INR 10+million) growth in the first year of inception of the business alliance to the parent company (Tilaknagar Industries Ltd.) by this vertical enabled a successful IPO. Kranti was recognized for re-establishing national brands in various Indian states by re-positioning and enabling a 120% growth in revenue through in 60 days. He played a pivotal role in securing 37% of the market share and sustaining growth across various segments. Working in tangent to claim market share he steered the brand Golden Eagle through the marketplace by capturing 8% of a once nonexistent market demand. He was active in the negotiation team for the merger of this company into a national company.

## **Academics**

### **2020 | MBA**

Indian School of Business (ISB), Hyderabad

### **2001 | Master of Science, Telecommunications Engineering**

University of Louisiana

### **1999 | Bachelor of Science, Electronics and Communications Engineering**

Jawaharlal Nehru Technological University, India