

HARISH KOMARLA

BRAND & MARKETING LEADER
Brand Strategy • Consumer Insights • GTM • Growth

I BUILD BRANDS.
I GROW CATEGORIES.
I MOVE BUSINESS.

18+ years building and transforming brands, categories and businesses across F&B, Retail, Consumer Technology, Wellness & Healthcare.

THE BEST MARKETING ISN'T THE LOUDEST.
IT'S THE MOST PRECISE.

STRATEGIST
BUILDER
OPERATOR

Harish

**18+** Years of Experience

**30+** Brands / Projects

**MARKETS**
INDIA • SAARC
• MEA

**EXPOSURE TO**
Fortune 500

SELECTED BRANDS THAT MADE AN IMPACT



HOSPITALITY & FOOD SERVICES

Led consumer research and brand repositioning for one of India's largest dining brands. Built new sub-brands from concept to launch.



RETAIL & CONSUMER TECHNOLOGY

Built brand & growth strategies across India & SAARC. Launched Anker, Soundcore & Eufy in India.



CORPORATE WELLNESS & EXPERIENCE ECOSYSTEMS

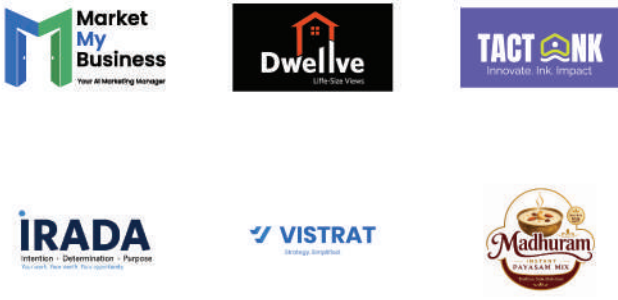
Built category-defining workplace wellness programs serving Micro-soft, HCL, Samsung, Infosys, ADP & Deloitte.



TACTINK SOLUTIONS

Founder | Brand & Marketing Advisor

Advising founders and CXOs on brand positioning, consumer strategy, GTM and scalable growth.



CORE LEADERSHIP EXPERTISE


Brand Strategy & Positioning


Consumer Insights & Research


Growth & GTM Strategy


Storytelling & Brand Narrative


Product Marketing


Business Strategy & Partnerships

EDUCATION


MBA - International Marketing
Edith Cowan University (ECU)


B.Sc - Biotechnology
Bangalore University

LEADERSHIP CAPABILITIES


Brand Transformation


Cross-Functional Leadership


B2C, B2B & B2B2C


Agency & Partner Management


Portfolio & Category Strategy


Influencers & Affiliates


Go-to-Market Leadership


Integrated Marketing



Strategy with Soul.
Creativity with intent.
Impact that lasts.

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