

Harish Komarla

MARKETING | BRANDING | ADVERTISING

A seasoned professional with experience in Senior Marketing profile and over 15 years of experience in fostering innovative ways of Brand Building, Awareness Creation, Traditional Advertising and the New Age methods including Digital Media Marketing, Content Marketing and Affiliate Marketing.



WORK EXPERIENCE

Medifit, Chisel and Agas (Group Companies) (Feb '23 - Till Date)

India's Leading Wellness and Health Brand in India (especially in Corporates)

Sr. Vice President - Brand Communications & Operations

- Drive **brand awareness** across diverse channels tailored to target audiences.
- Develop strategic initiatives aligning with the vision of **group companies**.
- Lead **cross-functional teams** to meet marketing goals aligned with overall company vision and revenue targets.
- Built **strong relationships** with Tech Giants for long-term partnerships
- Overseeing and managing** the Manpower of the key accounts to streamline Operations

Merricart24 Nutrients Pvt Ltd (May '22 - Jan '23)

India's pioneer e-commerce site for authentic health and wellness products.

VP - Operations (Consultant)

Anker Innovations Limited (Mar '21 - May '22)

World's global leader in smart devices for entertainment, travel and smart homes.

Lead Marketing - SAARC

- Strategise and Develop** marketing strategies as per the market
- Analyse and support Sales team to achieve the Countries **Revenue Target**.
- Explore opportunities to make the Brands visible across **online platforms**.

Marketing Freelancer (Aug '20 - Feb '21)

Stanley Lifestyles Limited (Mar '20 - Aug '20)

India's leading and only fully Integrated Furniture Brand

Head of Marketing - Digital

WaterHealth India Pvt Ltd (Nov '19 - Feb '20)

Providing safe drinking water solutions to underserved communities.

Head of Marketing

Barbeque Nation Hospitality Limited (Jan '15 - Nov '19)

India's pioneer & leader in Casual Dining Restaurant with Grill on the Table.

DGM - Brand Management

- Strategising & Execution of **Brand Awareness, Visibility & Position**
- Exploring **new market** opportunities and create strategies to exploit
- Creating **Brand guidelines**, standards and usage formats.

Taxi for Sure (Jul '14 - Jan '15)

India's first Taxi aggregator App

Marketing Manager

Sangeetha Mobiles Pvt Ltd & Wham Infocom Pvt Ltd (Mar '10 - Jul '14)

India's Pioneer Largest Mobile Phone Retailer

National Marketing Manager

- Strategising & Execution of **Brand Awareness, Visibility & Position**
- Creating new Marketing Campaigns to generate more Revenue & Visibility
- Exploring Alliances for supporting the Marketing Budget

AND MORE 2 YEARS OF EXPERIENCE. PLEASE REFER TO MY WEBSITE.



CONTACT

+91 99002 97047

komarla.harish@gmail.com

<https://www.linkedin.com/in/komarlaharish/>

<https://www.komarlaharish.com/>

Tata Silk Farm, Bengaluru, India.



SKILLS & COMPETENCIES

TEAM MANAGEMENT

OPERATIONS MANAGEMENT

BRANDING

STRATEGY

DIGITAL MARKETING

BUSINESS MANAGEMENT

OFFLINE MARKETING

THOUGHT LEADERSHIP

INVESTMENT

MARKETING

CRM

THOUGHT LEADERSHIP

CX

SOP'S



EDUCATION & WORKSHOPS

2020 Google Digital Garage
Fundamentals of Digital Marketing

2011 Post Graduate Diploma - Manipal University
Clinical Research

2008 MBA - Edith Cowan University
International Marketing

2008 PGPRM - Retailers Association of India
Retail Management

2007 B.Sc - Bangalore University
Biotechnology



LANGUAGES

ENGLISH

TELUGU

KANNADA

HINDI

TAMIL



HOBBIES

