

Harish Komarla

BRAND THINKER | CAMPAIGN CRAFTER | CULTURE CATCHER

A storyteller at heart and strategist by practice with 17+ years of experience. I build brands that speak human—across wellness, tech, retail & F&B. From insight to execution, I craft marketing that moves people and numbers. I turn curiosity into connection, and strategy into standout moments. Driven by culture, creativity, and consumer truth—not clutter. I now seek brands that value emotion as much as execution.



WORK EXPERIENCE

Tactink Solutions Pvt Ltd

(Nov '24 - Till Now)

Independent brand and growth studio consultancy for consumer and retail businesses.
Consultant Director

- Led brand, GTM, and growth initiatives across retail, wellness, and consumer brands.
- Advised founders and leadership teams on campaign strategy and execution.
- Client highlight:** Conceptualised and executed Unilever's "Full Moon Sale", driving high footfalls and revenue uplift.
- Working with multiple influencers to improve Brand Awareness and Revenue Generation Campaigns
- Delivered end-to-end marketing solutions from idea to on-ground impact.

Medifit, Chisel and Agas (Group Companies)

(Feb '23 - Aug '25)

India's Premier Wellness and Health Brand, with a Strong Focus on Corporate Wellness
Brand Communications & Marketing Consultant

- Enhanced brand awareness across targeted channels, aligning with audience preferences.
- Spearheaded brand transformation through immersive corporate wellness activations (marathons, yoga drives, health fairs) across 280+ client locations.
- Built Medifit's brand equity within B2B channels via on-ground events, HR partnerships, and CSR-led branding campaigns.
- Conceptualized branded touchpoints and employee wellness experiences, making health a lifestyle narrative.

Anker Innovations Limited

(Jan '21 - Jan '23)

The world's leading provider of smart devices for entertainment, travel, and smart homes.
Lead Marketing - SAARC

- Drove high-visibility celebrity campaigns with Saina Nehwal and Washington Sundar, establishing Anker as a trusted consumer tech brand.
- Executed full-funnel digital campaigns across Flipkart, and retail platforms, scaling revenue across SAARC markets.
- Led over 200 influencer collaborations, blending tech utility with lifestyle content, spiking organic engagement by 80%.
- Delivered aggressive regional penetration via multilingual content, tech fairs, and youth campus activations.

Marketing Freelancer

(Aug '20 - Dec '20)

Stanley Lifestyles Limited

(Nov '19 - Aug '20)

India's leading and only fully integrated Furniture Brand
Head of Marketing - Digital

Barbeque Nation Hospitality Limited

(Jan '15 - Nov '19)

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

- Pioneered experiential campaigns like 'Jatt Set Go', blending food with entertainment and influencer storytelling (won Social Samosa Best Digital Campaign Award).
- Brought legends Bappi Lahiri and Usha Uthup for campaign storytelling, amplifying nostalgia and brand love.
- Expanded brand resonance across international markets through localized content and digital-first campaigns.
- Identified new market opportunities and developed strategies to capitalize on them.
- Developed brand guidelines, standards, and usage protocols.

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

- Crafting and executing strategies to enhance brand visibility and positioning.
- Designing innovative marketing campaigns to boost revenue and visibility.
- Seeking strategic alliances to support and expand the marketing budget.

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



CONTACT

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SKILLS & COMPETENCIES

TEAM MANAGEMENT

OPERATIONS MANAGEMENT

BRANDING

STRATEGY

DIGITAL MARKETING

BUSINESS MANAGEMENT

OFFLINE MARKETING

THOUGHT LEADERSHIP

INVESTMENT

MARKETING

CRM

ANALYTICAL MARKETING

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

