

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 Unilet'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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Tata Silk Farm, Bengaluru, India.

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

