

Harsha Kalbalia

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Product Marketing Manager | Go-to-Market | AI-Native Operator | Community-Led Growth | 0-to-1 Growth | Consumer SaaS

PROFESSIONAL EXPERIENCE

Founding Member, GTM; OLake by Datazip [Backed by Equirus]

Bengaluru | July'24 – Present

Product Positioning, Content & Messaging, Market Research, Event Marketing, Community & Developer Ecosystem

- Built India GTM from zero as **the first business hire**: ran **8+ simultaneous channels** (events, webinars, LinkedIn, email, PR, partnerships, community); tested fast, killed what didn't work, doubled down on what moved pipeline.
- Synthesized **100+ discovery calls** into customer segmentation and market intelligence that directly shaped product roadmap, drove company pivot from enterprise to open-source, and contributed to closing the **\$1M** seed round.
- Created and executed **full-funnel content strategy**: product messaging, landing pages, email & LinkedIn nurture campaigns, demo scripts, and social storytelling, translated complex technical capabilities into narratives; drove **4K+ MQLs, 35+ POC conversions, and 22 clients in production in 5 months as a one-person GTM engine**.
- Led OLake Fusion product launch: generated **75+ MQLs and 10 enterprise POC signups within 48 hours** upon two community events; drove 100+ GitHub star spike and 1,500 new LinkedIn followers during launch period.
- Built and executed **event marketing program** from zero: 15 webinars + 7 large-scale events (**6K+** unique registrations) featuring industry leaders as speakers: **zero paid budget; yielding 20+ enterprise design partners**.
- Grew open source developer community from zero: **1,500+ GitHub stars, 600+ Slack members, 2K to 17K+** LinkedIn followers (1M+ impressions); built and maintained community across GitHub, Slack, LinkedIn, and events.

Founder's Office, Growth Marketing; The Money Club [Backed by Blume Ventures] New Delhi | September'23 – July'24

- **Owned consumer and B2B growth end-to-end**: designed referral model, incentive restructuring, social-first campaigns driving capital pooled from **\$30M to \$48M+**; **managed creative, media, and PR agencies**; contributed to **CNBC Top 200 Global Fintechs recognition & Ministry of Commerce Accolades**: NPS 7.8/10.
- **Led 0-to-1 B2B Product launch** (Vrddi): **75+ user interviews** across metro and Tier 2 cities, designed product and website, built pitch decks; scaled to **200+ users, 5 enterprise clients, 2 partnership arms in under 2 months**.

Growth Manager, Mudrex [YC'19, Backed by Nexus Ventures]

Bengaluru | April'22 – September'23

- **Part of a 5-person growth team driving 1M+ user acquisitions** through integrated consumer campaigns with Economic Times, Zepto, Zomato, & CRED, owned campaigns, execution across digital & partnership channels.
- Executed **BTL activations across offices, co-working spaces**; managed media, PR, design and influencer agencies end-to-end; built WAGMI: **India's largest student Web3 community, 5,000+ members** across all IITs, ISB, IIMs.

EDUCATION

Bachelor of Science, Economics Honors

Loreto College, University of Calcutta | 2022

Core Courses: Financial Economics, Public Finance, and Econometrics | CGPA: 8.2/10 | Language: Stata, SQL and Python.

- **Research**: Expiration Day Effects on Index Futures [Evidence from Indian Market] (using statistical modelling)
- **Harvard Business School**: [Peek Class] Case Study on "**Monetizing Prediction in the age of AI**"

TECHNICAL SKILLS, CERTIFICATIONS

- **AI Tools (daily user)**: Fireflies.ai, Anthropic (3models), OpenAI (4models), Gemini, ElevenLabs, Cursor, Vercel, GitLab
- **Automation & Campaign Ops**: n8n, Hightouch, CleverTap, HubSpot, Salesforce, Marketo, LumaAI, Livestorm, Zoom
- **Analytics & Research**: Google Analytics 4, PostHog, Metabase, Power BI, BigQuery, SQL, Survey & User Research
- **Courses**: Claude Code in Action & Introduction to MCP (Anthropic), Transformers & LLMs (Stanford Online)
- **Content & Design**: Figma, Canva, VEED.io, SuperDemo/Storylane, Claude, Dribbble: Product Design, Videos, LPs

INDEPENDENT CONSULTANT & PROJECTS, AI PRODUCT & MARKETING

- **[GTM]** AI Governance Startup: defined product messaging, positioning, SME sales enablement; PR strategy secured 3 industry accolades in the Middle East.
- **[Product]** Built **autonomous AI agent** to identify and engage AI-native founders; agent generated tailored sponsor proposals for curated events and used a conversational interface to qualify sponsor and attendee needs.
- **[Product]** ReadAloud (Personal Project): built gamified narrative reading app using Claude Code and Gemini to improve reading retention; deployed on Vercel, currently in user testing.