

Harsha Kalbalia

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Product Marketing | Competitive Intelligence & Positioning | Data Infra & AI | Developer GTM | 0 to 1 | Sales Enablement | SaaS

PROFESSIONAL EXPERIENCE

Founding Member, Go-To-Market; OLake by Datazip [Data Infra SaaS | Backed by Equirus] *Bengaluru | July'24 – Present*

- Owned full-funnel demand generation as the first operator: ICP, CRO-optimized landing pages, lifecycle email sequences, socials, and paid; drove **6K+ MQLs, 55+ POC conversions, and 30+ clients in production** under 1 year.
- Ran the full sales cycle end-to-end: product demos, POC scoping, pricing, and deal structuring; coordinated with product and engineering through deployment to hit **4:1 LTV:CAC** on the enterprise product.
- Led and embedded with product and engineering on 2 launches; scoped technical requirements with engineers, built an AI-and-Python automation layer integrated into CRM, and **cut execution time ~75% across 8+ channels**.
- Translated 100+ user** and developer conversations into product requirements that shaped the roadmap and the pivot to open-source, contributing to the **\$1M pre-seed round**.
- Executed 15 webinars + 7 large scale events, **converted >5% attendees into Design Partners**. Built an **open-source community from zero: 1,500+ GitHub stars, 700+ Slack members, 45 contributors, 0 to 18K LinkedIn followers**.

Founder's Office, Growth Marketing; The Money Club [Fintech | Backed by Blume Ventures] *Remote | Sep'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 [Crypto Investment Platform | YC'19, Backed by Nexus Ventures] *Bengaluru | Apr'22 – Sep'23*

- Drove **app installs from 300K to 700K+ and 1M+ total user acquisitions**; executed campaigns across lifecycle, and brand-partnerships (Economic Times, Zepto, CRED), hitting **3:1 LTV:CAC within 6 months of activation**.
- Owned brand partnerships end-to-end with **Decrypt and KoinX**, and **ran BTL activations** across offices and co-working spaces; managed media, design, affiliate and influencer agencies end-to-end.
- Improved monthly retention 55%** through a data-driven push-notification and in-app-widget strategy; built and tracked weekly/monthly cohorts, DAU/MAU, and drop-off analysis to target re-engagement at the leak points.
- Ran rapid growth experiments across channels**, owning the loop from hypothesis to measurement; built WAGMI (India's largest student Web3 community, 5,000+ members across, generating **\$70K in partnership pipeline**).

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

- Analytics & SEO Tools:** SQL, Mixpanel, Amplitude, Metabase, GA4, BigQuery, Excel/Sheets, Posthog, Ahrefs, Looker
- Lifecycle & CRM:** HubSpot, Salesforce, MoEngage, CleverTap, Ads [Google, LinkedIn, Meta], Hightouch, Zoho
- AI:** Claude [Chat, Design, Code], Cursor, Vercel, Emergent, Codex, ChatGPT, ElevenLabs, Grok, Gemini, Firecrawl
- Courses:** Claude Code in Action & Introduction to MCP (Anthropic), Transformers & LLMs (Stanford Online)

INDEPENDENT CONSULTANT & PROJECTS, AI PRODUCT & MARKETING

- [GTM]** Formulated GTM playbook for an early stage **AI governance start-up for Middle East** geography.
- [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]** Personal Project: built **narrative reading app** using **Gemini and Claude Code** to gamify reading comprehension and retention, deployed on Vercel, currently in testing phase.