

Internal & Corporate Communications · Executive Narrative & Thought Leadership · Brand, Content & Marketing

01 PROFESSIONAL SUMMARY

Corporate and internal communications leader with 15-plus years across global IT services, automotive software and broadcast media. I spent nine years running internal and executive communications for a 30,000-person global company, including a rebrand, a social intranet and high-sensitivity periods. Today I lead marketing and communications for the Mobility and Defence & Aerospace business units of an automotive software company, with a team of five. I write the narrative, run the channels and build the tools that let a small team do more. Open to corporate and internal communications roles at Manager, Assistant Director and Director level.

02 CORE COMPETENCIES

Internal & Corporate Communications

Internal Communications · Employee Engagement · Executive & CXO Communications · Leadership Messaging · Change & Rebrand Communications · Crisis Communications · Employer Branding & DEI · Intranet & Digital Workplace · Internal Events · Newsletters & Internal Publishing · Internal Video & Print Collateral · Stakeholder Communication

Marketing & Growth

B2B Demand Generation · Account-Based Marketing · Campaign Planning · Sales Enablement & Pre-Sales Support · Events & Field Marketing · Paid Social · Marketing Operations & SOPs · Team Leadership

Brand, Content & Narrative

Brand Strategy & Rebranding · Messaging & Positioning · Content Strategy · Thought Leadership & Executive Writing · Design Direction & Design Systems · Video & Social Content · Award Submissions · Editorial Governance & Sign-Off

AI & Digital Tools

Generative AI for Content & Research · Custom AI Skills & Workflows · Multi-Agent AI Systems · AI Governance & Human Review · Code-Built Decks & Posters · Internal Dashboards · Web, HTML & CSS · Automotive Software Domain (software-defined vehicles, ASPICE)

03 AI-ENABLED COMMUNICATIONS & MARKETING

I have used generative AI assistants since their early days, including through my years at UST. Today they are part of how my team works, under one rule: a person edits and signs off everything before it goes out.

50%+ faster deck & collateral production, brand consistency held	~67% faster campaign audience build, with an added vetting step	3× paid campaign throughput: one to three running in parallel	16 account-intelligence decks in 10 working days
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- Cut deck and collateral drafting by 50%+ and audience build by about 67% (with a human vetting step), while holding brand and messaging consistent. Urgent decks now take hours.
- Tripled paid-campaign throughput and delivered 16 account-intelligence decks in 10 working days, built from primary sources.
- Brought blogs, posts, case studies, deck design and all social in house, ending agency and freelance cost.
- Built a framework of 40 AI skills, an automated blog pipeline, weekly social drafts, an internal marketing dashboard and an evidence map that traces every claim to a programme. All in place.
- Personal project: designed an open-source team of 16 AI agents that plans, researches, reviews and learns, with hiring limits and release approvals fixed in code, and built it in a week by directing an AI coding assistant. 154 automated tests pass.

04 PROFESSIONAL EXPERIENCE

Director & Head of Marketing

April 2026 – Present

Acsia Technologies, Trivandrum · Mobility and Defence & Aerospace business units

- Lead marketing and communications for both business units with a team of five across campaigns, design, operations and content, serving OEMs and Tier-1s in the US, Germany/EU, India and Japan.
- Run internal communications: every internal event, HR communication requests, videos and print collateral, and the company's newsletters (an internal magazine and an external newsletter).
- Own brand and content: capability and product decks, a product website, social posters and a claims register with sign-off gates. In six months, 72 LinkedIn posts and 30 website items, including 14 case studies.
- Handled the company's participation end to end at a leading automotive electronics congress and two industry awards this year, including the CII Industrial Innovation Award application. Plan trade shows and summits across India, Germany and the US.
- Mapped the marketing function end to end and built its operating system: roles, SOPs, a risk register and an operating manual.
- Plan the yearly campaign calendar and run account-based demand generation with sales. In six months supported sales with 35 customer meeting decks, 3 proposals, 3 technical demos or workshops and 25 account intelligence profiles.
- Grew LinkedIn followers from about 16,600 to 17,800 in five months and Instagram monthly views from about 6,000 to nearly 80,000. Presented a learnings and plan deck to the CEO within five weeks of joining.

Senior Lead, Corporate Communications

April 2017 – March 2026

UST · Global IT services · 30,000-plus employees · team of six

- Led corporate and internal communications for a 30,000-plus employee global enterprise, managing a team of six.
- Ran internal communications for the whole company: a daily internal newsletter, leadership messages, video, and the flagship annual events, including D3 and Foundation Day, every year.
- Partnered directly with executive leadership, SMEs and business units on strategic narratives and CXO messaging for clients and employees.
- Was part of the rebrand and ran the internal initiatives while it happened.
- Helped create the internal social intranet and, with the team, the alumni website.
- Spearheaded employer-branding, DEI and leadership communication programmes that strengthened engagement and the talent brand.
- Led content strategy across thought leadership, white papers, market research and video, and ran integrated campaigns across digital, email, social and print.
- Supported crisis communications through high-sensitivity periods.

Lead, Branding & Promotion

October 2012 – April 2017

Asianet News Network Pvt. Ltd. · News & entertainment broadcasting

- Directed brand communications and promotional campaigns for one of India's leading news and entertainment networks across print, digital and broadcast.
- Led rebranding campaigns end to end, aligning positioning with market trends and audience expectations.
- Created award-winning marketing content, including the viral campaign that won a Pepper Award.

05 NONPROFIT & CSR

Marketing & PR Lead · Volunteer

March 2020 – March 2021

Nth Opinion, AskCo19 Initiative

- Built content and PR campaigns for a nonprofit COVID-19 information platform used by medical professionals worldwide.

06 EDUCATION & LANGUAGES

Education

B.Com (Banking & Commerce), University of Kerala, 2006

Languages

English, Hindi, Malayalam