

# HARSH SHETHIA

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## LOOKING TO JOIN CRYPTO/SAAS/TECHNOLOGY STARTUPS IN GROWTH/ SALES/MARKETING ROLES

8 years of experience in Startups, Sales, Marketing, Internet Businesses

MBA Marketing | SBM, NMIMS

- ◆ Founder of Facebook group with almost 1000 Global Startups, VC, Mentors and Consultants
- ◆ Growth Partnership for early stage startups with strategic connects.
- ◆ Expertise in multiple digital marketing disciplines, including search, social, content, and email marketing.
- ◆ Extensive B2B and B2C sales experience dealing with C-Suite executives, Directors and VP's
- ◆ Fundraising, Extensive Investor and VC Connects in India and Globally

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### AREAS OF EXPERTISE

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|-------------------------------------|---|---------------------------------------|
| ○ <a href="#">Digital Marketing</a> | ○ <a href="#">Growth Marketing</a>          | ○ <a href="#">Content Marketing</a>   |
| ○ <a href="#">Social Media</a>      | ○ <a href="#">Sales Funnel Optimization</a> | ○ <a href="#">Email Marketing</a>     |
| ○ <a href="#">Channel Sales</a>     | ○ <a href="#">Strategic Partnerships</a>    | ○ <a href="#">Startup Fundraising</a> |

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### PROFESSIONAL EXPERIENCE

**Latoken Crypto Exchange – Mumbai**

**Nov 2021- Present**

***Product Growth Manager***

Deal Sourcing and Listing VC Backed, Gaming and Hype tokens on the Latoken Exchange

Helping Projects with Private Placements and launch a Successful IEO on the Exchange

Running Viral Campaigns for Listed Crypto Projects to increase Project Virality

Leading the Affiliate Program Product and Influencer Collaboration

**Startup Hackers – Mumbai**

**Feb, 2021- Nov, 2021**

***Founder/ Chief Growth Consultant to Startups***

Helping early stage startups achieve growth through Building and Optimizing Sales Funnels, Online Advertising, Social Media, Driving Traffic etc.

Helping with B2B Sales, Lead Generation, Inside Sales, Negotiations etc.

Growth/ Sales Advisor to Loyal.VC Portfolio Startups

Regular Feature on VCTV show hosted by Latoken Singapore among elite global panel members like Gary Fowler, Noble Dracoln, Raghu Rao, Kyle Ellicot and many others

**Ah Ventures – Mumbai**

**Oct. 2020 – Sept, 2021**

***Venture Partner***

Helping early stage startups raise funds up to USD 10Mn.

Strategic connections with incubators, co working spaces and accelerators across the world as a Growth Mentor and Fundraising Partner.

Regular Feature on VCTV show hosted by Latoken Singapore among elite global panel members like Gary Fowler, Noble Dracoln, Raghu Rao, Tolga Onuk, Kyle Ellicot and many others

**DialCare – Mumbai**

**Jan 2018- May 2020**

***Founder***

Partnered with Leading Diagnostic Labs in India like Thyrocare, Dr Lal Path labs and Metropolis and facilitated online and offline diagnostic tests for people

- ♦ **Social Media & Community Management:** Established strong social media presence across Facebook through Paid ads and organic content
- ♦ **Copywriting & Content Development:** Developed SEO content for website, writing many blog posts, site copy, and promotional messages.
- ♦ **PPC Advertising:** Oversaw multiple successful search, display campaigns, including writing and testing ad copy. Consistently increased click-through rates and ROI on PPC advertising, driving improvements of up to 150% over prior results.

**Startup Leadership Program – Mumbai**

**Nov 2018- Apr 2019**

***Fellow***

- ♦ Startup Leadership Program is an exclusive Global network of Entrepreneurs, Startup Professionals with a great network of Mentors, Investors and Startup Founders

**Paytm – Mumbai**

**Jul 2016- Oct 2017**

***Manager – Sales***

Heading Offline Sales Category for the Healthcare segment

- ♦ **Negotiation and Closing:** Meeting with C level Executives, Directors and VP's and closing them to use the Paytm Payment Solutions. Closed 15 major clients like Wellness Forever, Healthspring, Richfeel etc.
- ♦ **Cross Functional Team Management:** Interact with CIO, CFO and CMO of the clients to understand their requirements and customize the solution. Back end co-ordination with Legal, Product, Accounts and Tech teams to execute the client requests.
- ♦ **Campaign Management:** Handling Multiple campaigns for the clients which would involve Digital Inventory, Push Notifications, Awareness Campaigns, Campaign Optimization and Conversion etc.

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### Johnson and Johnson – Chandigarh

Apr 2014- Jun 2016

#### *Regional Sales Executive*

Heading Cardiovascular portfolio for North Indian States

- ♦ **Negotiation and Closing:** Working with Doctors, Hospital Purchase Managers, Admins, CEO's, and Medical Superintendents etc. of Private and Government Hospitals and finalizing the tenders and Purchase agreements
- ♦ **Government Hospitals:** Introduced new Government Tenders in clients like PGI Chandigarh and PGI Rohtak, introduced new products and won those tenders
- ♦ **Private Hospitals:** Onboarded new private hospitals, converted non buyers and introduced new premium products across these hospitals
- ♦ **Targets** – Achieved over 110% results for two years 2014 and 2015 consecutively

### Bisleri – Mumbai

Apr 2013- Mar 2014

#### *Management Trainee/ ASM*

Handled annual turnover of over Rs 50 crores

- ♦ **Negotiation and Closing:** Closed key clients which resulted in 50% additional profits and ongoing monthly revenue for the company
- ♦ **Team Management:** Led a team of 15 direct reportees and 55 indirect reportees
- ♦ **Omni channel Management:** Responsible for multiple channels like General Trade, Modern Trade, Key Accounts, Corporate Sales etc.
- ♦ **Targets** – 100% Target achieved month on month

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## EDUCATION & CREDENTIALS

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### **MBA Marketing, 2013**

School of Business Management, NMIMS, Mumbai

### **Exchange Semester, 2012**

Grenoble Ecole de Management, Grenoble, France

### **Fellow:**

Startup Leadership Program

### **Bachelors in Pharma (B Pharma), 2011**

Bombay College of Pharmacy, Mumbai