

SUMIT DESHMUKH

PRODUCT MARKETING | BRAND & GTM | B2B TECHNOLOGY

Product Positioning | GTM Strategy | B2B Marketing | Technical Storytelling | Customer & Market Insights | Integrated Marketing
Pune, India | 9156598150 | sumitd08@gmail.com | LinkedIn | Portfolio

PROFESSIONAL SUMMARY

Product Marketing and Brand Communications professional with 10+ years of experience translating complex products, technologies and business propositions into clear, compelling market narratives across B2B technology, energy, fintech and consumer businesses. Engineering graduate with hands-on experience working with IoT-enabled energy technology, fintech products and industrial solutions, including product positioning, GTM strategy, B2B communication, product launches and customer-focused storytelling for Repos DATUM, DATUM X, DATUM Z and Repos Pay. Experienced in working across product, business, sales, creative and technology stakeholders, developing messaging and content that connects technical capabilities with customer value. Strong creative strategist with experience in performance marketing, audience research, competitive analysis, iterative optimisation and AI-enabled marketing.

PRODUCT MARKETING CAPABILITIES

Product Marketing: Product Positioning | Messaging & Value Propositions | GTM Strategy | Product Launches | Product Communication | Buyer Personas | Use Cases | Customer Value Proposition

B2B & Enterprise Marketing: B2B Marketing | Enterprise Communication | Technical Storytelling | Customer Insights | Market Research | Competitive Intelligence | Sales Enablement | Thought Leadership

Content & Enablement: Pitch Decks | Product One-Pagers | Case Studies | Product Videos | Website Content | Sales Collateral | Campaign Content | Creative Direction | Content Strategy

Growth & Performance: Performance Marketing | Creative Optimisation | Campaign Analytics | Audience Insights | Iterative Creative Development | Marketing Funnel Optimisation

Cross-functional Leadership: Product | Engineering/Technology | Sales | Business | Marketing | Creative | Agency | Virtual & Matrix Teams

Technology & Tools: Microsoft Office | ChatGPT | Gemini | Sora | Firefly | Runway | Midjourney | ElevenLabs

PROFESSIONAL EXPERIENCE

WHITEDOT ADVERTS | Associate CEO | Aug 2024 – Present

- Advise senior business and marketing stakeholders across Renewable Energy, Manufacturing, Infrastructure, FMCG, F&B, Insurance and Banking & Finance on positioning, messaging, GTM and integrated marketing strategy.
- Translate complex products, services and business propositions into clear customer-facing narratives, value propositions and communication platforms.
- Develop integrated campaigns and content across digital, social, owned, paid and conventional channels, aligning messaging to target audiences and business objectives.
- Work with performance analysts to evaluate campaign and creative performance and iteratively optimise messaging, copy, creative concepts and positioning based on audience and channel insights.
- Lead multidisciplinary virtual and matrixed teams across strategy, creative, content, production and external partners.
- Built and scaled a 20+ member team while owning P&L; for the division; mentor creative and marketing talent.
- Conduct content and communication audits to identify gaps, improve messaging consistency and align content with audience needs.
- Use AI tools for research, ideation, content development, presentation creation and rapid prototyping, improving marketing and creative turnaround times.

REPOS ENERGY | Associate Lead – Brand & Communications | Jul 2018 – Jun 2024

- Worked directly with founders, business leaders and cross-functional teams to develop brand, B2B communication, GTM and growth strategies for an energy technology startup.
- Worked on the market positioning and communication of Repos DATUM, an IoT-enabled platform for energy distribution, translating complex technology into simple business benefits and customer-facing propositions.
- Developed B2B product communication for DATUM X, communicating product capabilities, applications and expected value to businesses.
- Developed product communication for DATUM Z, translating its utility for businesses into simple, engaging customer-facing stories without compromising product messaging.
- Worked on product positioning, GTM and integrated communication for Repos Pay, a fintech product integrated with the DATUM ecosystem.
- Partnered with product, technology, business, creative and marketing stakeholders to convert product capabilities into messaging, campaigns, content and customer communication.
- Led the GTM and integrated communication strategy for the Make It Possible campaign using an Agile, iterative approach; campaign contributed ₹73 Crore in quarterly revenue.
- Worked as a creative strategist for performance-led marketing, collaborating with analysts to interpret campaign performance and continuously improve creative, copy, messaging and positioning.
- Developed communication across digital, print, video, web, social and other marketing channels.
- Managed virtual and cross-functional stakeholders across product, technology, business, creative, media and external partners.
- Managed brand identity development for 600+ fuel startups, generating ₹6+ Crore revenue for the organisation.
- Managed creative/media partnerships including vendor selection, budgets, contracts and execution; mentored multidisciplinary writers, designers and filmmakers.

SHOONYA DESIGNS | Senior Program Designer | Dec 2017 – Jun 2018

- Developed communication and content programs for diverse stakeholder groups.
- Conducted research and translated audience needs into customised content and communication formats.
- Worked with multidisciplinary and geographically distributed stakeholders to develop and execute programs.

ABIRA CREATIONS | Program Coordinator | Jul 2016 – Nov 2017

- Conducted research and developed audience-specific content and communication programs.
- Designed programs across skilling, communication, financial literacy and legal awareness.
- Developed experiential learning programs covering environment, ecology, water science, culture and tourism for university audiences from Australia and the USA.

SELECTED PRODUCT & B2B MARKETING EXPERIENCE

- REPOS DATUM — IoT / Energy Technology: Product communication, B2B positioning, GTM and technical storytelling translating complex IoT-enabled energy-distribution technology into customer-friendly propositions.
- DATUM X — Industrial / Energy Technology: Product positioning, B2B communication and value proposition development introducing the product to the market and communicating its benefits to businesses.
- DATUM Z — Energy Technology: Use-case communication and product storytelling demonstrating business utility through simple, engaging formats.
- REPOS PAY — Fintech: Product positioning, GTM and integrated communication for a fintech product integrated with the DATUM ecosystem.
- FRISTAM PUMPS INDIA — Industrial Technology: B2B positioning and technical communication explaining industrial pumping solutions across food and industrial applications.

EDUCATION

Bachelor of Engineering — COEA, BAMU | 2007–2011

LANGUAGES

English | Hindi | Marathi