

KARAN KUMAR

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EXECUTIVE BIOGRAPHY: An accomplished marketing and business strategy leader with over 23 years of experience, I have guided organizations and teams across FMCG, Retail, Real Estate, and Healthcare industries to market and segment leadership. My expertise spans entrepreneurial, promoter-led firms and large corporations, enabling me to adapt to diverse business ecosystems and solve complex challenges, often unique to each. I drive profitable, sustainable growth while delivering value and significance for stakeholders. Combining strategic insight with execution excellence, I mobilize resources and lead high-performing teams to achieve measurable results driven through collaboration, and convergence around a shared vision.

Recognized with multiple CMO of the Year honors, I have authored 50+ articles and shared insights with TATA Group CMOs on customer-centricity and leadership. Beyond professional achievements, I represented my school in hockey, college in football, and country in debating and public speaking, reflecting a lifelong commitment to excellence and teamwork.

EDUCATION:

PGDDBM (Marketing & Strategy)	International Management Institute, Delhi	1999 - 2001
BA (Hons), History	St. Stephen's College, Delhi University	1995 - 1998
AISSCE (CBSE)	Springdales School, Pusa Road, Delhi	1995

CERTIFICATIONS:

ILSS Leadership Program	India Leaders Social Sector (ILSS), Delhi	2024
Core Transformation	Andreas NLP, Colorado (US)	2024
Neuro-Linguistic Programming (NLP)	Anil Tomas Fellowship (NLP I Gestalt), Mumbai	2022

EXPERIENCE:

Jul '24 – Oct '24 | Chief Marketing Officer, BPTP Limited.

At BPTP Limited, a leading real estate player in Delhi NCR, I spearheaded digital transformation initiatives while revamping the marketing organization. My contributions included redefining the go-to-market strategy for new launches, onboarding digital marketing partners, and redesigning creative templates—all achieved within a brief tenure.

Jun '22 – May '24 | Chief Marketing & Growth Officer, ART Fertility Clinics.

I led scale and profitability efforts at ART Fertility Clinics, a global leader in fertility management and reproductive medicine, focusing on patient acquisition and cost reengineering at the group level.

- As the first CM&GO, I led multi-cultural teams across Abu Dhabi and Gurugram, achieving record revenue growth and EBIDTA profitability for the group, driving 50% growth in mature middle east business – the highest 8-quarter growth since inception, while achieving 300% revenue growth along with a 70% reduction in customer acquisition cost for the nascent Indian business.
- Initiated and executed key projects: NDTV “Let’s Talk Infertility,” new ad films, “Tree of Life” Program, and India’s largest international IVF conference, organized twice.

Dec '19 – Jun '22 | Chief Marketing Officer, DLF Limited.

I led marketing and growth strategies for DLF Limited, India’s largest real estate investment and development company, overseeing the corporate brand, residential business, and the DLF Foundation.

- As the first CMO, I led 24 launches over 30 months, mobilizing massive resources including during COVID, growing revenue from Rs. 2,500 – Rs. 7,500 Crores.

- Focused on the super luxury segment, including The Camellias project (Rs. 11,500 Crores in inventory value), achieving 30% sales growth and 30% higher margins in 3 years.
- Led performance marketing strategies for CPC-driven campaigns on Google, Facebook, LinkedIn, and SEO-led organic SEM campaigns, managing INR 22 Crores with a ROAS of 3.5
- Directed strategic brand identity, architecture, and purpose projects under the direct supervision of the Chairman.

Jan '17 – Dec '19 | Chief Brand & Marketing Officer, Fabindia Limited

I led marketing and business strategy for Fabindia, an iconic brand connecting India's rural artisans with urban consumers, promoting sustainable livelihoods and celebrating craftsmanship.

- As their first CB&CMO, I was drove scale and profitability through customer-centered marketing, portfolio refresh, and purpose-driven strategies that created meaning and significance for all stakeholder.
- Innovated and executed the "Fabindia Experience Center," achieving 3x ROI and doubling realization per square foot.
- Designed and launched Fabindia's first loyalty program, contributing 65% of revenue within 18 months, driving footfall (3x), basket size (3.5x), and average ticket value (4.5x).
- Built a customer insights practice with 50,000 monthly surveys, driving product development and new lines, showcased at the ESOMAR APAC conference.

Jun '01 – Jan '17 | Various Positions, ITC Limited

I spent nearly 16 years at ITC Limited, one of India's top private-sector companies and a global leader in sustainability. My tenure spanned sectors like FMCG, education, lifestyle, and retail, across both emerging and established businesses.

- Led CPG brands to category leadership: Aashirvaad atta, Mint-o Fresh, Candyman, Classmate, John Players, and Wills Lifestyle achieving top rankings and market standing in their categories.
- Drove profitable growth in new businesses: Lifestyle retail (58% revenue growth, Rs. 295 crores PBIT swing) and Stationery (76% revenue growth, 118% PBIT growth).
- Led product and category innovation: Aashirvaad staples, Candyman new confectionery varieties, Classmate, Art stationery, and Wills Lifestyle's Signature range.
- Selected as the youngest manager ever to lead Mumbai FMCG sales, achieving 28% revenue growth to INR 800 crores in 1 year; recognized for revitalized Nagpur FMCG branch, boosting ranking from #25 to #4 with 128% revenue growth.

STRENGTHS:

Brand Strategy & Architecture | Sales & Marketing Strategy | Profitable & Sustainable Growth | Digital Transformation | Performance Marketing | Content, SEO & Social Media Marketing | PR, Advocacy & Reputation Management.

Strategic & Team Leadership | Creative & Adaptive Thinking | Innovation & Transformation | Project Management | Empathy | Resource Mobilization | Emotional Intelligence | Collaboration | Resilience | Partnerships | Coaching & Mentoring.