



# Vaibhav Sharma

Brand Specialist · Premium Consumer Goods · GTM & Market Growth · Innovation Strategy  
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## SUMMARY

Brand specialist for premium consumer products. 5+ years' experience in brand development, new product innovation, brand marketing, GTM, and market penetration. Experience building India's first premium aromatic syrups brand - owning product, identity, packaging, marketing, and D2C operations end-to-end. Combines global business exposure (Grenoble École de Management, France) with deep understanding of consumer behaviour, consumer trends and market segmentation. Special ability to provide consumer experience for premium consumer goods through marketing, communication and sensory experiences.

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## EDUCATION

### Grenoble École de Management

*Master's in Business Innovation, Strategy & Entrepreneurship*

Core: New Product Development, Growth Marketing, Business Strategy, GTM

Sep 2017 – Sep 2019

**Grenoble, France**

### SRM University

*Bachelors in Information Technology Engineering*

Core: Python, Data Science, SQL & DBMS, Cloud Computing

Sep 2012 – Aug 2016

**Chennai, India**

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## EXPERIENCE

### imlé India *Founder & Brand Manager*

July 2023 – Present

*Ahmedabad, India · Founded a Premium Indian Syrups Brand*

- Built the brand end-to-end — product development, brand identity, packaging, vendor management, compliance and distribution, entirely self-funded with no external capital.
- **Repositioned imlé** from traditional sharbat to India-inspired premium heritage brand — full brand brief, tone of voice, visual identity, and channel strategy.
- **Generated ₹7L+ in revenue** within 2 years via Amazon India and D2C, with zero external funding and minimal customer acquisition cost.
- Executed GTM across modern trade, corporate and wedding gifting, exhibitions, and online channels; distributed in key FMCG retail in Ahmedabad.
- **Launched a premium gifting range** capturing wedding and corporate segments, generating ₹3L+ independently.
- Managed raw material vendors, packaging suppliers, and production operations with tight control over cost and quality.

### Armano Consulting *Social Media & Content Specialist*

Mar 2025 – Nov 2025

*Ahmedabad, India · US-based financial consulting firm · B2B content & brand positioning*

- Created B2B thought-leadership and brand positioning content for LinkedIn for a US-based AI-driven financial consulting firm.
- Developed sales pitches and marketing copy bridging technical AI capabilities with business audience communication for US stakeholders.

### Innoevo Exports ([innoveoexports.com](http://innoveoexports.com)) *Founder & Product Manager*

Aug 2020 – June 2023

*Ahmedabad, India · B2B global trade marketplace · Export-import · Self-funded*

- Developed a Exports – Imports B2B marketplace for agriculture commodities solving core issues of Order Matching based on Quantity, Quality and Availability.
- Owned product vision, roadmap and execution across a cross-functional team.

- Conducted market sizing, competitive mapping, and demand-supply analysis for market entry strategy across international geographies.
- Built product catalogue, executed outbound GTM campaigns on LinkedIn and email via CRM, and managed the full B2B sales cycle from prospecting to contract closure.
- Managed end-to-end export operations: buyer consultations, pricing negotiations, contracts, logistics, and customs documentation.
- Developed distributor strategy and international partnerships, navigating Incoterms, export compliance, and cross-border trade regulations.
- Negotiated with venture capitalists and went to final rounds of acquisition with a logistics start-up understanding the nuances of M&As upfront without any support.

**Ipath IT Solutions** *Marketing Consultant*

Aug 2022 – June 2024

*Ahmedabad, India*

- Consulted Ipath and their clients on content marketing strategy, redefining brand communication and content strategy.
- Collaborated with graphic designers to translate brand ideas into compelling visuals, enhancing storytelling consistency.
- Performed marketing audits analysing performance across digital channels, identifying bottlenecks and providing solutions.

**Amadeus IT Group (Internship)** *Customer Data Strategy*

Oct 2018 – Mar 2019

*Nice, France · Global travel technology company*

- Built data-driven Excel dashboards for senior leadership highlighting market performance insights across the airline and transportation industry.
- Analysed market data, financial data and consumer trends to formulate digital strategies in alignment with yearly and quarterly goals.
- Translated complex technical requirements into clear business language for cross-functional stakeholders.

**BioMérieux (Academic Project)** *Strategy & Market Development Consultant*

Oct 2017 – May 2018

*Grenoble, France · Listed French MNC in Biotech industry*

- Led a team of 6 international students to develop an acquisition strategy for bioMérieux — mapping complex product lines, conducting risk assessment, and building strategic roadmaps aligned with company growth goals.
- Modelled market expansion opportunities in France and recommended a calculated entry into the Chinese market, forecasting 12% growth based on competitor analysis and demand mapping.
- Audited the company's digital strategy and recommended integration of blockchain technology for complex data access management.

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**SKILLS**

**Brand Management:** Brand Conceptualization, Strategy, Positioning, Packaging, Storytelling

**Marketing:** Campaign Planning & Execution, Advertising & Copywriting, Digital Marketing

**Growth & GTM:** Market Research, Pricing Strategy, Launch Planning, PMF Validation, D2C, Amazon

**Business Development:** B2B Sales, Presales Consulting, Lead Generation, CRM, Account Management

**Export & Trade:** Cross-border GTM, Distributor Strategy, Incoterms, Export Compliance

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**ADDITIONAL**

**Tools:** Amazon Seller Central, Meta Business, Hootsuite, Excel, Google Suite, Adobe Suite, JIRA, Power BI, HubSpot, Hootsuite,

**Certifications:** Advanced Digital Marketing — MICA · Public Speaking — Toastmasters (France)

**Interests:** Theatre Acting, Hindustani Classical Singing, Trekking — High Himalayas, Reading Biographies