

# KHALID KAMAL RUMI

Chief Marketing Officer (CMO)

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## PROFESSIONAL SUMMARY

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- Accomplished CMO with MBA from **IIM Indore** having **15 years** of experience in Marketing, Brand & Category Management, Strategy and Management Consulting.
- Consistent **high performer** with an exceptional P&L management track record of turning around **3 businesses** into **profitable** ones with accelerated growth.
- Demonstrated excellent leadership skills on high-impact, high-visibility business transformation programs at Fortune 500 MNCs with teams in US, UK, Germany, Australia & Philippines, an Indian public-listed company and mid & early-stage start-ups in India.
- Recognized as **Top 100 CMOs** in India 2023 by Startupplanes and **40 Under 40** Startup Leader 2023 by International Brand Equity.

## CORE COMPETENCIES & SKILLS

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- Business Management:** P&L Management, Brand Management, Category Management, Product Management, Channel Management, Go-to-Market Strategy, Corporate Strategy, Program & Project Management
- Sales & Marketing:** Marketing Strategy & Planning, Marketing Communication, Campaign Management, ATL, BTL, Market Research, Product Marketing, E-commerce Sales & Marketing – D2C and marketplaces, Digital Marketing & Analytics, Performance Marketing – Facebook & Google Ads, Retention Marketing – Marketing Automation, Email, WhatsApp, SMS, Push, Personalization, Social Media Marketing, Influencer Marketing, SEO
- Soft Skills:** Leadership, Team Management, Collaboration, Communication, Problem Solving, Critical Thinking, Decision Making, Adaptability, Conflict Resolution, Negotiation, Empathy, Mentoring, Creativity, Storytelling

## WORK EXPERIENCE

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### Chief Marketing Officer (CMO)

Jan 2022 - Present

[The Indus Valley](#)

Chennai

- Built a differentiated, profitable ₹150 Cr+ annual run-rate D2C brand 'The Indus Valley' - **India's No.1 Healthy Cookware Brand**.
- Increased sales by 5.1x.** Grew D2C website sales by 3.7x and E-commerce marketplace sales on Amazon and Flipkart by 7.29x.
- Boosted marketing ROI by 28%. Delivered 21% improvement in ROAS for website (D2C). Reduced TACOS by 44% for E-commerce marketplaces.
- Improved Gross Margin by 14% by uniquely differentiating the brand positioning in a highly commoditized cookware category.
- Lifted repeat purchase rate by 145% and Average Order Value (AOV) by 20% by improving product mix through successful launch of two new product categories and 50+ SKUs.
- Registered 204% jump in Brand awareness & consideration through Marketing campaigns like **Shriya Saran's** Top Secret, **Mandira Bedi's** Untold Secret, and Healthy Cookware Healthy Family.

### Vice President - Marketing & Strategy

Feb 2020 - Dec 2021

[Impex](#)

Bengaluru

- Turned the loss-making **E-commerce** channel into a **profitable** one (from -6% to +3% EBITDA) while clocking 66% jump in sales.
- Raised company profitability by 10.4% and elevated market competitiveness by revamping Go-to-market & Pricing strategy.
- Attained 25% faster inventory turnover by setting-up Integrated Business Planning and S&OP process.

## Senior Manager – Strategy

Dec 2016 - Jan 2020

[V-Guard](#)

Cochin

- Led the **business turnaround** of Inverter Battery category making it profitable for the first time in 10 years since inception.
- Set up the 5-Year Strategic Planning process encompassing Corporate, Category, Functional and Digital Strategy.
- **Sales & Marketing Transformation:** Accelerated sales, and gained & defended market share in key product categories by revamping the GTM strategy that led to 34% rise in revenue and 66% jump in profits.

## Senior Business Consultant (Manager)

Jun 2012 - Sept 2016

[Cognizant](#)

Kentucky (US) & Kolkata

- Orchestrated **Digital Transformation** at the world's 3<sup>rd</sup> largest **US**-based Pizza chain positively impacting 4000+ corporate & franchise stores. Realized 11% reduction in financial reconciliation issues, and significantly elevated customer satisfaction.
- Opened new Digital Revenue channels for a leading US-based Restaurant chain that led to 5% increase in To-Go sales and substantial improvement in order fulfillment efficiency, customer satisfaction and loyalty.
- Digitalized business processes for a major **UK**-based Facilities Management firm that empowered it to pursue its inorganic growth aspirations.
- Rewarded with **Consulting Achiever Award** for 4 consecutive years. Highest Rated Consultant in the Retail & Hospitality practice. Got promoted.

## Consultant Development

Jun 2008 - Jan 2009

[SAP](#)

Gurgaon

- Developed the first-of-its-kind energy prepayment SAP ERP solution for the UK market. Tremendously boosted the innovative image of SAP Labs, helping it maintain its premium positioning in the IT consulting practice.

## Software Engineer

Jun 2006 - May 2008

[Accenture](#)

Mumbai

- Implemented SAP ERP & CRM solutions for Australia's leading energy company (biggest Utilities project in Accenture history). Project became excellent client case study and successful revenue generator by helping Accenture win multiple Utilities projects.

## EDUCATION

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### MBA (Full Time)

Jul 2010 - Mar 2012

[Indian Institute of Management \(IIM\) Indore](#)

Indore

- National Finalist in Business Leadership and Strategy & Marketing competitions in IIM Ahmedabad, XLRI, TAPMI.
- Award-winning articles published in magazines: IIM Indore, NITIE, IIM Shillong, IIT Kharagpur, MBASKool, CoolAvenues.
- Editor-in-Chief, IIM Indore Management Canvas. Organizing Member, Indian B-School League, Charter Member AIESEC.

### B. Tech (Electronics)

Jul 2002 - May 2006

[Aligarh Muslim University](#)

Aligarh

## PROFESSIONAL CERTIFICATIONS

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- **Marketing:** The Fundamentals of Digital Marketing – Google, Google Ads, Amazon Ads, Flipkart Ads, Google Analytics, Content Marketing - HubSpot, Email Marketing – HubSpot
- **Management:** PMP® - PMI, Six Sigma Black Belt - GreyCampus