

# Rohith Sampathi

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## Strategic Growth & Communications Architect – GTM, Brand, Community

Nine years shaping brand voice, communications and go-to-market execution for bootstrapped and growth-stage businesses. **Scaled a community to 70 000 users in 16 months, lifted campaign engagement by 162% in one year and cut hiring costs by 23%** through data-driven targeting and cross-functional leadership.

### WORK EXPERIENCE

**Montaigne Smart Business Solutions Private Limited** 06/2022 – 05/2025  
**Strategy Architect – Branding, External & Internal Comms • Full-time** Hyderabad

- Rolled out centre-wide communications framework; message recall **grew by 52 % within 6 months**.
- Scaled **1Acre** verified-land GTM: listings grew from **400 to 5 000 in 12 months** across 6 states; 2 000 paying users **in 3 months**.
- Launched employer-brand campaign; applicant volume **grew by 40 % in FY 24** while acquisition spend **fell by 23 %**.
- Deployed MIS dashboards for live KPI tracking; executive decision latency **fell by 40 %**.
- **Skills:** Internal and external communications, thought leader, branding, targeting, KPI dashboards, stakeholder management, brand presence, communication strategies, corporate communications, enterprise partnerships, talent acquisition, senior leadership, coaching and mentoring

**Matrix Sea Foods India Limited** 09/2020 – 05/2022  
**Chief Strategy Officer – Marketing & Growth • Full-time** Hyderabad

- Launched “Royye Raju” aqua farmer community; **70 000 farmers onboarded in 16 months**; improved repeat orders **by 3.5X**
- Established 35 Aqua Knowledge Hubs & a 250-dealer network; revenue **grew by ₹18 Cr in Year 1**.
- Coordinated weekly Telugu brief on live TV and social media (avg 20 000 views); brand engagement **grew by 300 %** vs prior social baseline.
- **Skills:** Community building, external relations, culture initiatives, problem solving, innovation, lifecycle marketing, fast-paced, compelling content, competitive landscape, digital platforms, brand guidelines, internal communications, drive and increase engagement, build and maintain employee experience

**Montaigne Smart Business Solutions Private Limited** 12/2017 – 09/2020  
**Chief Executive Officer – Early-Stage Marketing Lead • Full-time** Hyderabad

- Oversaw five bootstrapped launches; average brand awareness **grew 3X within 8 months**.
- Built **Market Unwinded** knowledge base to **1 000+ CXO & fund followers in 10 months**; generated 200 warm leads.
- Hired and coached 100 + staff; voluntary attrition held **< 5 % over three years** through structured growth paths.
- **Skills:** Go-to-market strategy, market positioning, value-proposition design, leadership alignment, multi-project leadership, coaching & mentoring, team building, strategic communication, social media strategy, target audience implementing, forums, mass communication, media strategy, public relations, social content for multiple projects, collaborating templates, internal and external stakeholders management, people management, team player

**Mordor Intelligence LLP** 03/2015 – 11/2017  
**Research & Marketing Lead • Full-time** Hyderabad

- Authored 30+ Market Intelligence reports used by Fortune 500 teams; work cited in *Encyclopedia of Aluminium and Its Alloys* and Fortune-500 strategy decks.
- Presented at Dubai Air Expo 2017; new-client research revenue **grew by 500 % over 10 months** via product innovation and product marketing strategies.
- **Skills:** Market Research, trusted competitive intelligence, thought-leadership writing, investor presentation, drive engagement, communication planning, manage multiple projects, creating and executing new initiatives

## EDUCATION

### LLB in Law

Osmania University • GPA: 72%

Hyderabad • 09/2020 – 04/2023

Built **Nyayasastra AI**, a legal-concept explainer that helps law students navigate case laws and coursework. Developed **SheRakshak AI**, a “legal first-aid” chatbot guiding women in distress.

### M.Tech in Biotechnology

JNTU • GPA: 82%

Hyderabad • 09/2012 – 04/2014

**IICT project:** Plant-extract pest-control solution at **10 %** cost of chemical alternatives.

## CERTIFICATIONS

### Lean Six Sigma Green Belt

### AI Automations

## PROJECTS

### HNWI Chronicles

04/2024 – Present

Montaigne Smart Business Solutions

Developed **HNWI Chronicles** with three offerings **1.** Daily **HNWI World** Insider briefs, **2. Privé Exchange** for off-market alternative investments, **3. Social hub** listing exclusive global HNWI events, helping clients meet the right peers at the right time. Subscriber engagement **68%** and churn **< 4 %** pilot 2 months.

## VOLUNTEERING & LEADERSHIP

### Friends2support

08/2015 – Present

Volunteer

Hyderabad, Telangana

Donates blood and platelets for the requests raised on the platform.

## PUBLICATIONS

### Featured in Encyclopedia of Aluminium and Its Alloys (die casting research)

Encyclopedia of Aluminium and Its Alloys

## SKILLS

Audience Targeting & Acquisition, Branding & Positioning, Community Programs, Content & PR Strategy, Cross-Functional Leadership, Demand Generation, Go-To-Market Messaging, Guideline Governance, Internal & External Communications, Investor & Board Communication, KPI Tracking, Leadership & Coaching, Lean Ops Design, Market Intelligence, Product-Market Fit, Relationship Building, Stakeholder Alignment, Strategic Planning & OKRs

**Languages:** English, Hindi, Telugu