

ANKUR JHAVERI

Marketing & Growth leader | B2B SaaS & Fintech | AI-Augmented workflows

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Marketing leader specialising in BFSI and B2B SaaS – from pipeline generation to brand and product marketing. Led a 12-member team at a 700-person identity verification company, delivering 130% of annual pipeline targets across key verticals. Built ABM, demand gen, PR, and GTM functions from scratch in heavily regulated markets.

KEY OUTCOMES

- 130% of annual pipeline target delivered at IDfy through integrated brand, content, ABM and GTM motions
- 67% user growth in 4 months for Grip Invest's ALT Investor division through organic and trust-led acquisition
- Share of Voice growth from 0 to 36% through organic PR and thought leadership strategies
- ₹10 crore throughput in 3 months at PayNearby by building a B2B enterprise vertical from scratch for NBFCs
- 30% team productivity improvement by implementing AI tools for content, review and marketing operations
- ₹7 crore marketing budget managed across SEO, brand, events, content, performance, and GTM

PROFESSIONAL EXPERIENCE

Marketing Head – ALT Investor: Grip Invest Technologies

Jul 2025 – Present

Marketing and growth leadership for a consumer alternative investments platform

- Growth: grew user base 67% in 4 months through organic growth strategies; zero paid marketing
- Multi-channel acquisitions: Optimised across SEO, email, social media, and WhatsApp, selecting channels based on audience behaviour in regulated financial products
- Brand marketing: Reduced CPM by 35% with influencer campaigns across Instagram and YouTube; 1.1M views

AVP – Marketing: IDfy

Apr 2023 – Jun 2025

Full-stack marketing leadership at a 700-person identity verification SaaS company

- Marketing leadership: Led 12-member team spanning product marketing, content, PR, SEO, events
- GTM: Designed Go-To-Market for Video KYC, TIP (Alternate Data platform) and Privy (Consent manager) with product team
- Share of Voice: Grew SOV from 0 to 36% through earned media and organic PR strategies within 1 year
- Account-Based Marketing: Built ABM function from scratch and opened a new acquisition channel via targeted campaigns, custom landing pages and offline events for named accounts, contributing to 35% of the pipeline
- Budget management: Managed ₹7 crore annual marketing budget across brand, content, performance, GTM
- KPIs: Shifted team's focus from vanity metrics to deal creation, achieving 130% of annual pipeline targets
- AI integrations: Improved team productivity by 30% by integrating AI into content generation, review, and website building workflows
- Partnership-led growth: Partnered with IAMAI and RBIH to build enterprise pipeline via the regulatory route

Founder & CEO: Jackfruit (Consumer Wealthtech)

Jun 2021 – Mar 2023

Built a bootstrapped personal finance platform. The marketing engine became the primary growth lever

- Growth: Grew to 13,000 users organically using a blend of product-led growth (tax module), viral content loops, social media and partnerships
- Brand building: Built a 45,000+ user community and 10,000-subscriber newsletter entirely through organic content and distribution; Jackfruit became one of the early voices on personal finance in India
- Go-To-Market: Partnered with CAs, Insurance providers and national distributors to add users and offerings on the platform

Head – Neobanking: Fingpay

Jan 2020 – May 2021

Product and GTM role in a fintech serving underbanked consumers

- Led Neobanking product & partnerships: ICICI Bank API integration in the consumer app; fintech partnerships for in-app lending and financial product distribution

Senior Manager – Enterprise Vertical: PayNearby

Feb 2017 – Dec 2019

Built a new B2B enterprise vertical from scratch on PayNearby's agent network

- Launch & GTM for B2B vertical: Delivered ₹10 crore throughput within 3 months of launch – Product, ICP, value prop, pricing, and GTM for NBFCs and lenders
- Product marketing: Positioned the dual software product (field agent locator app + collections dashboard); partnered with product and tech to align the roadmap to enterprise client workflows
- Flagship clients: Closed deals with L&T Finance and Hero Fincorp – anchor clients for the vertical
- Enterprise sales enablement: Built pitch decks, battlecards, and FAQs; pitched to NBFCs and lenders to close enterprise deals

Product Manager – Prepaid cards: Axis Bank

Jun 2016 – Feb 2017

Part of Payments team managing Transit projects

- Launch & GTM for Kochi Metro project: Card design, launch campaigns and channel management
- P&L Analysis & Presales: Analysed P&L to assess viability and managed end-to-end tender for transit projects

Business Development Executive: Alpha Plus Technologies

Jun 2011 – Apr 2013

IT sales for compliance products in BFSI

- Revenue achievement: Achieved 120% of revenue target for FY 2012-13
- New vertical: Launched new AMC vertical for the company, closed ICICI Prudential as anchor client

AI & MARKETING INNOVATION

- **Building Earshot:** An AI-powered audience intelligence tool that analyses Reddit and YouTube conversations to surface consumer pain points, sentiment patterns, and content opportunities for marketing teams
- **AI workflows for marketing teams:** Early implementer of AI across content generation, review automation, and website building; delivered 30% productivity gain at IDfy
- **The Decodr:** Running a newsletter simplifying AI for non-technical audiences; 9000+ subscribers across Substack and LinkedIn

SKILLS & TOOLS

Skills: Brand Building · Product Marketing · GTM Strategy · Content Marketing · SEO · PR & Communications · Demand Generation · Account-Based Marketing · Organic Growth · Email Marketing

Tools: HubSpot · Google Analytics · SEMrush · Apollo · Apify · Dripify,

EDUCATION

MBA, Design Thinking & Marketing – WeSchool, 2014–2016

BE, Information Technology – TSEC, 2007–2011

INTERESTS

Writing (10K+ Subscribers) · Swimming · Strength training