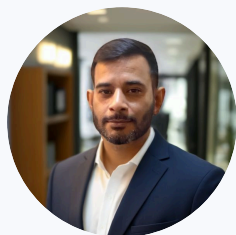


Rohit Ghosh

Product | Strategy | Experiential
Marketing



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Profile

Entrepreneurial leader with 15+ years of global experience in experiential marketing, technology, and business strategy. Skilled at delivering high-impact solutions and leading cross-functional teams across luxury, finance, hospitality, and digital products. Recognised for scaling innovative ideas into measurable, value-driven business outcomes.

Education

EMDI Institute of Media & Communication,
Events Management & Innovative
Marketing

04/2009 – 07/2010 | Dubai, U.A.E.

Manipal Academy of Higher Education -
MAHE, Dubai, Mass Communication

08/2007 – 07/2009 | Dubai, U.A.E.

Certificates

Cvent Academy

Certified Event Professional

Asana Academy

Certified Workflow Specialist

Project Management Institute

PMI Disciplined Agile

Jira PM Software

Introduction to JIRA

Experience

Grouple, Founder & CEO

03/2020 – Present | Mumbai, India

- Launched and scaled an AI-enabled SaaS platform for hospitality group bookings, eliminating inefficiencies and enhancing guest experiences.
- Grew customer base to 150+ venues across the UAE, UK, and US within 2 years, driving international expansion and brand adoption.
- Secured \$100K seed funding from Nasscom, India Accelerator, STPI, and Pontaq Ventures, validating product-market fit.
- Built and led a 12-member cross-functional team (engineering, design, sales) to deliver the full product lifecycle from concept to launch.

IIFL Wealth Management, Associate Vice President

01/2017 – 03/2020 | Mumbai, India

- Directed the strategic planning and execution of UHNI client experiences and flagship conferences with a \$6M annual events budget, engaging over 10,000 attendees.
- Managed a global calendar of 150+ client and partner events annually across 7 international markets, strengthening retention and supporting portfolio expansion.
- Developed and executed a global sponsorship strategy with entrepreneur networks, driving 15% YoY growth in UHNI client acquisition and elevating brand visibility.
- Implemented event technology and promotional strategies to automate registrations, invites, check-ins, and live engagement, driving a 30% increase in attendance.

PAR64 Productions, Founding Event Director

03/2015 – 01/2017 | Dubai, U.A.E.

- Co-founded a full-service event design & production company, generating AED 1.2M+ revenue in the first year with marquee clients including Taj Hotel Dubai, The H Hotel, and Jumeirah Group.
- Designed and delivered 40+ bespoke corporate events annually, optimising logistics and sustaining a 95% client satisfaction rate.
- Oversaw end-to-end production, reducing costs by 15% through strategic vendor negotiations and resource optimisation.

Nomad Events, Account Manager

09/2013 – 03/2015 | Dubai, U.A.E.

- Drove \$7M+ in annual revenue through strategic client acquisition and account growth.
- Conceptualised and delivered 50+ high-impact events, including the BMW X5 launch and Polaris brand activation, generating 250+ qualified leads.
- Increased attendee engagement by 60% by designing immersive experiences tailored to client objectives.

CONTEMPO Events Design, Project Manager

09/2011 – 08/2013 | Dubai, U.A.E.

- Delivered \$5M in event turnover with a lean production team, managing full project lifecycles from planning to execution.

Awards

Indian Achiever's Award,
Indian Achievers Forum 
2021

CHUNAUTI 4.0 Winner,
Software Technology Park of India 
2023

Innovating in Decent Jobs & Economic Growth, Financial Times & Seedstars
2024

Go Global Award,
The International Trade Council (ITC)
2023

Professional Expertise

- Project Management
- Event Design & Management
- Innovation & Process Optimisation
- Product Design & Development
- P&L Management
- Client Relations & Management
- Presentation & Pitching
- Business Strategy
- Leadership & Team Building
- Strategic Partnerships
- CRM & Client Engagement Platforms
- Vendor Management
- Contract Negotiation
- Stakeholder Management
- Analytics & Reporting

Languages



- Produced flagship events for Emirates Airlines, DP World, Dubai World Cup, and JP Morgan, engaging 15,000+ attendees annually and enhancing brand visibility across global markets.
- Streamlined operations resulting in a 15% increase in event efficiency and coordination with stakeholders to ensure seamless execution under tight deadlines and budgets

Latitude Encore Events, Production Coordinator
07/2010 – 08/2011

- Managed production for over 60+ corporate, ultra-high-net-worth individual (UHNI), and private luxury events, delivering flawless outcomes that consistently exceeded client expectations.
- Cultivated and managed a diverse network of over 45 vendors, negotiated contracts, and achieved an average cost savings of 20% on project expenses.

Projects

Group Booking User Experience 
Led the design and implementation of a modern booking microsite, delivering a 3x faster booking workflow for users

Powerful Merchant Dashboard 
Developed a complete venue booking system from the ground up, streamlining processes and enabling efficient, scalable bookings for merchants

IIFL Wealth New York Gala Dinner 
Led the planning and execution of an exclusive UHNI gala at Cipriani 42nd Street, ensuring a seamless, high-profile client experience

Emirates Chalet European Tour Chalet 
Curated a premium hospitality experience at DP World Tour Dubai, enhancing guest engagement and brand presence.

Technical Skills

Design & Prototyping
Figma, Canva, Adobe Creative Suite, AutoCAD

Project & Workflow Management
Jira, Asana, Notion, MS Office, Keynote, Hubspot

Event & Booking Systems
Cvent, Airtable, Zapier, Eventbrite

Development / Scripting
Python, Framer, WIX, Dialogflow, Wordpress, Twilio Segment