

# VENKATESH GUBBA

Senior Growth Manager | Funnel Experimentation & Customer Retention | Fintech & Consumer Tech  
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## EXPERIENCE

**Livspace** (India's largest home interiors platform, \$1.2Bn valuation)

Jan 2025 – Present · Bangalore

Senior Growth Manager

Owned full-funnel growth across 6 stages (Traffic → Lead → Qualification → Virtual Meeting → Store Visit → Booking) with core mandate to reduce CAC while scaling qualified pipeline

- **Top-funnel optimisation:** redesigned website acquisition layer (simplified forms, native popups, introduced WhatsApp/Web chatbots) — grew non-paid leads from 10K→15K/month; saved ₹50L/month, reducing paid spend from ₹6Cr→₹5.5Cr
- **Productised lead qualification:** conceptualised end-to-end self-qualification journey on website (WA bot drop-off triggers) — auto-disposed 40% of leads without agent intervention; 25K leads/month processed, saving ₹5–6Cr/year in presales costs
- **Mid-funnel recovery:** diagnosed and A/B tested drop-off interventions (designer profiling, social proof nudges, price justification) — improved lead→booking conversion 2%→2.3% — contributing ~₹10Cr/month in incremental pipeline
- **CTWA channel:** built Click-to-WhatsApp to address lag-driven drop-offs — engineered full journey (ad click → bot qualification → designer booking → store visit) completion within 2–3 hours; achieved 40% lower CPEL vs. existing channels
- **Agentic AI qualification bot:** shipped WhatsApp-native bot (Q&A, intent extraction, lead nudging) — improved qualification from 7K→10K leads/month, auto-disposing 5,000 junk leads/month
- **MarTech consolidation:** migrated full comms stack to WebEngage — centralised all lifecycle nudges under single dashboard, enabled hyper-personalised journeys (city, intent, profile); generated ~150 meetings/month from dropoff leads

**CoinDCX** (India's largest crypto exchange, \$2.1Bn valuation, 15Mn+ users)

Oct 2022 – Dec 2024 · Bangalore

Growth Manager – New Products (FnO)

Led end-to-end growth and lifecycle strategy for a new consumer product launched within CoinDCX — from 0→100K active users. Metrics owned: CAC, WAU, WTU, Retention, AUM, Monthly Trading Volume

- **0→1 product launch:** Scaled FnO from zero — 100K account activations in 60 days from 15Mn CoinDCX base; iterated activation from deposits → 3 trades/14 days; 50K depositors (~\$1.25Mn AUM), 20K activated traders; 40% Ellis PMF score
- **Lifecycle experimentation:** Shipped influencer trade signals and personalised alert system (SL, leverage, token alerts) — WTU +50%, WAU +100%; alert feature improved retention 10%, became key anti-churn differentiator vs. competitors
- **Gamification & competitions:** designed and ran trading competitions (public leaderboard, real-time token rewards, volume-maxi rules) — 500% user growth in Advanced Trading in 6 months; grew monthly trade volume by 700%;
- **CLM & reactivation:** built end-to-end lifecycle automation across onboarding→activation→engagement→reactivation; used SQL (Databricks) to identify dormant cohorts — Telegram community + play money campaign reactivated 1,000 traders (+10% MAU); Invest & Earn scaled to 50K investors, ₹1,200Cr AUM at 75% MoM retention

**Jio Embibe** (B2C EdTech, funded by Jio)

May 2022 – Sep 2022 · 5 months

Senior Manager, CLM & Retention

- Increased DAU/MAU 15% in 3 months via contextual alerts and motivational trigger sequences; reduced CAC 10% by leveraging MyJio app (education category) as an acquisition channel

**Aditya Birla Capital** (Subsidiary of \$100Bn Aditya Birla Group)

Jul 2020 – Apr 2022 · 22 months

Manager – CLM & Retention

- **Infrastructure:** built MarTech vertical from scratch (Adobe CM, Google Analytics, LeadSquared, MS Dynamics); — set up end-to-end lifecycle automation across Email, SMS, Push and WhatsApp channels.
- **Revenue impact:** generated ₹30L revenue via LI product cross-sell; enabled ₹1,500Cr renewals and ₹10Cr upsell through onboarding, engagement and reactivation journeys for customers & advisors
- **Efficiency gains:** reduced CAC by 20% through CTR and conversion optimization; built attribution models and dashboards tracking user journeys end-to-end

**Cognizant** – Programmer Analyst

Oct 2016 – Oct 2017

- Revamped HMI for Fortune 500 client; streamlined agile backlog and intensified digital product engagement

## EDUCATION & CERTIFICATIONS

MBA – SBM, NMIMS Mumbai (Strategy & Marketing)

2018–2020 · 3.0/4.0

B.E. (ECE) – CBIT, Hyderabad, Osmania University

2012–2016 · 73.5%

Reforge – Engagement & Retention, Advanced Growth Strategy (12 weeks)

2023

GrowthX – B2C Growth Frameworks (8 weeks)

2022

**Tools:** MoEngage · WebEngage · Mixpanel · Amplitude · Plotline · CleverTap · Databricks (SQL) · Google Analytics · Adjust · AppsFlyer · Facebook Ads Manager · WhatsApp Business API