

ANITHA YADAPPA

*AI-Driven Product & Brand
Marketing Lead*

Contact

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Languages

English Native

Hindi Native

Dutch Professional Working

Regional 4 Indian languages

Core Competencies

- Product Positioning & Messaging
- Go-To-Market Strategy
- Buyer Personas & Journey Mapping
- Competitive Intelligence
- Sales Enablement & ABM
- Trade Show & Campaign Strategy
- Developer & Category Marketing
- PR, Analyst & Partner Relations
- AI Marketing Automation
- TAM & Market Sizing

AI Toolkit

- GTM Strategy Builder
- Persona Craft AI
- AI Journey Orchestrator
- Competitive Intelligence Pro
- SEO Auditor
- Content Repurposing Engine

PROFILE

Who I am

Collaborative global marketing leader with **15+ years** in B2B SaaS, IaaS, and DaaS, translating complex product capabilities into narratives that move pipeline. Curious, AI-fluent, and steady under pressure. Off the clock: a beagle, poetry, mandala art, distance running, and a habit of globe-trotting.

SELECTED IMPACT

Outcomes, not vanity metrics

- **30% YoY pipeline growth** across global segments at DTN International through strategic positioning; led the digital transformation of the Shipping sector, later acquired by ABB.
- **Grew market share from 3% to 23%** at Videocon Industries via launch campaigns and competitive differentiation.
- Managed ABM and cross-functional teams across **15 business units** in South Asia and the Middle East with consistent global messaging.
- Recognised as **Influential Marketing Leader (Under 30)** by NDTV for the national 'India Demands Safety Standards' campaign.

EXPERIENCE

Selected roles

Global Marketing Lead

CoralDune Partners · Utrecht, NL · coraldune.com

Feb 2026 — Present

- Own AI-focused product positioning, digital journey mapping and collateral planning for new products and global audiences.
- Stand up the marketing automation engine — playbooks, messaging frameworks and AI workflows.
- Lead international GTM and trade show strategy across the Middle East, India and Europe for compliance, sustainability and AI solutions (LeXora, HexaGrid, CoDeX).

Senior Manager, Product Marketing

DTN International · Utrecht, NL · dtn.com

Jan 2018 — Feb 2026

- Led end-to-end product launches and GTM across eight global segments: Maritime, Utilities, Renewables, Offshore, Outdoor Safety, Aviation and Transportation.
- Created positioning frameworks and message houses that translated complex platform capabilities for enterprise, mid-market, developer and technical-leader audiences.
- Built deep sales enablement: decks, battle cards, competitive comparisons, objection handling and persona-driven content libraries.
- Authored the 'Journey to Digitalisation in Maritime' study; managed strategic partnerships with **Esri, NVIDIA and AWS**.

Head of Marketing — South Asia & Middle East

UL (Global Safety Standards Organization) · Chicago / Bangalore · ul.com

May 2013 — Nov 2017

- Led marketing for **15 business units** across two regions with integrated, locally-tuned GTM strategies.
- Managed industry analyst relationships and engagement programs; drove thought leadership through white papers, research and government / NGO partnerships.
- Led the national NDTV campaign 'India Demands Safety Standards' — recognised as Influential Marketing Leader (Under 30).

EARLIER ROLES

South Asia & Middle East

Marketing Executive · TTK Health Care, Bangalore

Launched Vidal Health Care and Berund Clinics brands; managed the global marketing and brand team.

National Product Marketing Manager · Videocon Industries, Bangalore

Managed a \$200K monthly budget; led national campaigns including IPL sponsorship (Mumbai Indians, Kolkata Knight Riders).

Regional Marketing Head — South · Tata Teleservices Ltd, Bangalore

Managed an \$800K annual budget; led the Tata Business Excellence Module — core to the Tata Motors & Jaguar deal (2008).

Marketing Analyst · Tyco Fire & Security, Bangalore

Market analysis, messaging, dealer management and campaign planning.

EDUCATION

Mastering AI in Digital Marketing · London Business School 2026

Ethics in AI in Digital Marketing · Knowledge Academy 2024

MSc International Marketing & Strategy · Radboud University, NL 2018

MBA Marketing Management · Delhi University, India 2001

BSc · Bangalore University, India

INDUSTRY EXPERTISE

B2B SaaS · IaaS · DaaS · Utilities · Renewables · Weather & Climate Intelligence · Testing, Inspection & Certification · Cybersecurity · Maritime · Offshore · Aviation · Telecom · Insurance · Outdoor & Fire Safety · Solar Energy