

Sharveen Kumar L

Founder, Chief Growth Officer

Singapore, Singapore | [LinkedIn](#)

Growth and marketing executive with 13+ years building commercial strategy, demand generation, and AI-enabled products across technology, financial services, and aviation. Most recently co-founded an Nvidia-backed AI voice-agent platform scaled to \$400K ARR in five months.

EXPERIENCE

Founder Dec 2025 — Present
Catalyst Growth *USA/Singapore*

Built LogicNotes, a field-sales product that converts in-person meetings into notes, follow-ups and CRM records. Led product strategy, positioning, customer research, and go-to-market planning. Implemented AI-enabled workflows across market research, customer intelligence, content production, and CRM operations.

Founder Aug 2025 — Present
Stealth Startup
Brewing something special

Co-Founder and Chief Growth Officer Dec 2024 — Oct 2025
OneInbox.ai *San Francisco Bay Area*
Co-founded AI voice-agent platform backed by Nvidia and Techstars for automating customer interactions across sales and support. Scaled ARR to \$400K in 5 months by building commercial motion from zero, including market positioning, target-account strategy, and enterprise partnerships. Secured enterprise clients including McDonald's, Keppel, HP, and Saudia Airlines through account planning and executive relationship building.

Managing Partner, USA Feb 2024 — Dec 2024
Ocean Ventures LLC *United States*
Evaluated and acquired digital businesses, developing expertise in rapid market assessment, commercial diligence, and growth diagnostics. Completed one acquisition and doubled revenue in 2024 through commercial prioritization and hands-on growth execution.

Marketing Lead, Southeast Asia and India May 2022 — Feb 2024
The Trade Desk *Singapore*
Owned integrated marketing strategy across Southeast Asia and India, managing an 8-figure budget across events, campaigns, digital, content, and PR. Grew revenue 30%+ YoY while maintaining 90% marketing influence on new revenue pipeline through ABM and product messaging. Built market-level demand-generation frameworks and attribution modeling to inform investment decisions.

B2B APAC Growth Marketing Marketing Lead Apr 2021 — May 2022
[LinkedIn](#) *Singapore*
Owned demand generation for Hiring, Learning, and Engagement products across APAC. Orchestrated cross-functional teams across paid media, email, social, and web to optimize campaign execution and pipeline performance. Built integrated growth programmes increasing bookings by 200% and paid-media ROAS by 33%.

B2B Marketing Strategy and Data Analytics Specialist, APAC Apr 2017 — Apr 2021
American Express *Singapore*
Led B2B marketing strategy and analytics across APAC in financial services, using market trends and customer data to guide acquisition strategy and budget forecasting. Exceeded acquisition targets, driving 7% increase in new logos and 35% growth in client spend. Designed lead generation campaigns achieving 7% conversion rates and 3.8x ROI. Implemented APAC-wide lead database and CRM framework for campaign targeting and sales activation.

Corporate Strategy and Partnerships Executive (SIA Executive Programme), Global Feb 2013 — Apr 2017
Singapore Airlines *Singapore*
Selected from SIA Executive Programme for analyst role to revamp vision and strategy of customer service centres, presenting findings to CEO. Led contract negotiations with BPOs, achieving S\$24M in savings over 5-year contract term. Designed and managed contact centre mobile product feature for SQ mobile application.

Engineering and Business Development Nov 2012 — Feb 2013
MattenPlant Pte Ltd *Singapore*
- MattenPlant was a leading water purification and treatment company in the region.
- Developed new prospects, closed sales, and solved engineering issues for clients.

Engineering Intern May 2009 — Aug 2009
Genencor, A Danisco Division *Beloit, Wisconsin, USA*
- Genencor is a biotechnology company based in Palo Alto, CA and a subsidiary of DuPont. It is the leading producer of Industrial enzymes and low-priced bulk protein.
- Designed and executed a recovery enhancement projects in downstream manufacturing.

EDUCATION

University of Wisconsin-Madison

Sep 2007 — Jun 2011

Bachelor of Science (BS) in Chemical and Biomolecular Engineering

Dean's Honours List

CERTIFICATIONS

American Express & Harvard New People Leader Program, Harvard Business Publishing

May 2019

Project Management Professional, Project Management Institute

SKILLS

Sales and Marketing · Team Management · Messaging · Stakeholder Management · Commercial Marketing · Wastewater Treatment · Organization Skills · Oral Communication · Market Segmentation · Market Assessments · Market Analysis · Strategic Communications · Email Marketing · Value Propositions · Team Leadership · Strategic Planning · Marketing · Key Performance Indicators · Defining Requirements · Performance Motivation · Commercial Growth Strategy · Market Prioritisation · Revenue Growth · Customer Acquisition · Growth Operating Systems · B2B Marketing · B2C Marketing · Enterprise Demand Generation · Brand Positioning · Product Positioning · Market Entry · Sales Enablement · CRM · Attribution · Revenue Forecasting · A/B Testing · Executive Reporting · AI Workflows · Go-to-Market Strategy · Account-Based Marketing · Customer Lifecycle Marketing · Paid Media · Content Strategy · Product Management · Partnership Development · Financial Analysis · Project Management