

Shikha Bhatia

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Professional Summary

Strategic communications and content leader with 18+ years in fintech, SaaS, and telecom, delivering high-impact, multi-format content strategies that drive brand growth, market leadership, and stakeholder engagement. Expert in building content teams from scratch, crafting compelling narratives, and creating end-to-end assets across digital, video, and product marketing. Proven track record in aligning content to business objectives for product launches, investor relations, and customer acquisition.

Core Competencies

- **Strategic Communication:** Corporate Narrative | Executive Messaging | Investor Communication | Analyst Relations | Reputation Management | Thought Leadership
- **Brand & Media Management** Brand Architecture | Earned Media | PR Strategy | Digital & Social Content | Award & Analyst Programs | Events & Sponsorships
- **Stakeholder Engagement:** Board & Investor Relations | Founder/CEO Comms | Partner & Ecosystem Communications | Crisis Communications
- **Business Domains:** Fintech (Switching, Issuing, Acquiring, Digital Lending, UPI) | Telecom (VAS Infrastructure | SaaS (Spend Automation, Workflow Tools) | Embedded Finance | Financial Inclusion
- **Leadership & Operations:** Cross-Functional Alignment | Team Development & Mentorship | Budget & Agency Management | Change Management | Marketing Scorecard |
- **MarTech Tools:** Salesforce | HubSpot | Zoho | Google Analytics

Work Experience

January 2024 – July 2025

VP & Head Marketing | NPST

Established the marketing function from the ground up for NPST (Network People Services Technologies Ltd.), a listed Indian fintech firm offering digital banking and payment solutions. Led the marketing charter across B2B and B2C businesses, including the Technology Service Provider (TSP) vertical for banks, the Payment Platform-as-a-Service (PPaaS) offering for payment aggregators, and TimePay, a UPI-based digital payments app for consumers. Reported to the Co-Founder and CEO.

- **Marketing Org Setup:** Built the marketing and communication function from the ground up, recruited and mentored a high-performing team of six, managed ₹60 Mn annual marketing budget, onboarded partners, designed org structure, and KPIs aligned to enterprise strategy.
- **Business Growth:** Spearheaded integrated marketing efforts, contributing to 40%+ YoY revenue growth and a market cap of ₹3.5 billion.
- **Content Creation:** Authored content for the complete product content suites — brochures, pitch decks, videos, sales enablement materials, award nominations, e-mail and customer communication — tailored for customer acquisition
- **Integrated GTM Campaigns:** Orchestrated full-funnel, multi-channel go-to-market campaigns for TSP and PPaaS platforms — combining sales enablement toolkits, PR, thought leadership, analyst engagement, and digital outreach — resulting in a

15% increase in win rates. Led full funnel communication strategy for Evok 3.0, Qynx (Offline Merchant Acquiring), Credit Line on UPI, and AI-powered Risk Intelligence Decisioning Platform — expanding customer base.

- **Investor Communication:** Shaped company narrative and investor positioning through board-facing communications, investor decks, and performance updates. Authored annual reports and shaped core messaging that supported NPST's successful up-listing from the SME Exchange to the NSE and BSE Mainboards.
- **Media Relations and Brand Visibility:** Drove brand salience and share of voice through coordinated PR, social, and marquee event participation (e.g., Global Fintech Fest). Achieved 5× LinkedIn follower growth, 5X growth in earned media compared to competition, and secured 20+ industry awards within 13 months.
- **D2C Business:** Led brand refresh for TimePay, executed data-driven campaigns to boost customer acquisition and monthly transaction volumes to 4M+ within 5 months. Contributed to the app roadmap.

JUNE 2022 – OCTOBER 2023

VP Product Marketing | Zaggie

Zaggie is a publicly listed, premier SaaS-based spend automation and embedded finance company in India. Contributed to a 30% increase in annual revenue by spearheading marketing efforts for the company's SaaS product portfolio. Reported to the Managing Director and CEO.

- **Product Launches:** Launched 3 new product lines within 13 months. Led the successful launch of Zoyer, XPNS, and ZatiX, contributing to net new revenue`.
- **Product Awareness:** Increased earned media by 50% through data-backed storytelling and media relationships; secured coverage in CB Insights and top SaaS/fintech journals. Secured product recognition through awards like Global Banking & Finance, Kamikaze, and IFTA, positioning Zaggie as a fast-growth SaaS innovator.
- **IPO Support:** Supported IPO process through investor-ready narratives and marketing collateral.

MAY 2017–APRIL 2022

AVP Product Marketing – Retail Payments | FSS

Led global marketing for seven payment verticals at FSS (Financial Software and Systems), a leading payment tech and processor, serving 150+ clients across 30 countries. Reported to the CEO of Retail Payments. Owned the annual marketing operating plan (AOP), managing a team of 7 to deliver outcomes across GTM, branding, thought leadership, digital, PR, content, and events.

- **Function Transformation:** Built a performance-driven marketing function within tenure, supporting 4X revenue growth across issuing, acquiring, reconciliation, and real-time payments portfolios.
- **Strategic Alignment:** Partnered with the CEO and Business Unit Heads on product roadmaps and GTM strategies, shaped positioning for core offerings across issuing, acquiring, reconciliation, and real-time payments.
- **Product Launches:** Executed full-funnel marketing for Paynalytix (Payments Analytics Platform), eFinclusiv (India Stack Financial Inclusion Platform), and Secure3D (Risk-based Authentication Platform). Secured 8 new customers for Secure3D in Europe within 12 months.
- **Sales Enablement:** Developed GTM toolkits (pitch decks, collateral, explainer videos, case studies, infographics), conducted market and competitive analysis for opportunity identification, enabling a 15% pipeline increase. Crafted pitches for large-value deals, resulting in key wins in India, MEA, and Europe. Strengthened thought leadership through market surveys and analyst engagement (Omdia, Cedar Consulting)
- **Market Influence & Engagement:** Strengthened product leadership through 40+ global awards and strong presence at top industry events like Money20/20 Europe, Seamless ME, IAMIA, and NASSCOM. Ran a global media strategy that doubled brand visibility and grew LinkedIn following to 33K.

April 2015 – April 2017

Sr. GM Marketing | TerraPay

TerraPay is a leading B2B cross-border payments company, operating across 144+ receiving and 210+ sending countries. Reported to the CEO and led early-stage marketing initiatives that accelerated growth through strategic partnerships, analyst relations, and industry thought leadership.

- **Brand Positioning:** Repositioned the company as a credible and innovative player in cross-border payments by revamping brand identity, messaging framework, and go-to-market collateral.
- **Strategic Partnerships:** Forged alliances with IAMTN, GSM Association (GSMA), World Bank, Bill and Melinda Gates Foundation, and Southern African Development Community (SADC), securing empanelment as a GSMA API partner for a regional interoperability project in SADC.
- **Analyst and Influencer Program:** Secured inclusion in top-tier analyst reports – Omdia, Juniper Research, Aite-Novarica Gartner, IFAD G20 Remittances Report, enhancing visibility among global stakeholders.
- **Industry Events and PR:** Led event marketing initiatives by curating owned formats (partner summits, product showcases) and global industry platforms (Sibos, Money20/20, Seamless ME), driving brand visibility and generating leads.
- **Industry Recognition:** Secured multiple awards, including IAMTN, Frost & Sullivan Visionary Innovation Leadership Award, strengthening brand trust and credibility.

July 2002-April 2015

Sr. GM Products and Solutions Marketing | Mahindra Comviva

Mahindra Comviva, a subsidiary of Tech Mahindra, is a recognized global leader in mobility solutions. Held progressive roles culminating in Sr. GM, leading product marketing across the company's six verticals in 90+ markets. Member of the Product Innovation Council. Reported to the CMO.

- **Product Branding:** Built globally recognized product brands, including Mobile Money (25% global market share), and PreTUPS (electronic recharge solution serving 14% of the global population).
- **Analyst Relations:** Established and scaled the analyst relations function, conducted analyst briefings and secured placements in 100+ reports, including Gartner, Forrester, Omdia, and Aite Novarica Research, establishing product authority and influencing key deals.
- **Innovation and Enhancements:** Contributed to early-stage product conceptualization, such as the Digital Experience Platform for real-time rewards. Identified feature enhancements like private recharge for women, through voice of the customer programs, driving e-recharge sales in the Middle East.
- **Demand Generation:** Scaled pipeline and brand visibility through high-impact newsletters, analyst-co-branded WhitePapers, e-mail campaigns, global events (Africom, Mobile World Congress), and 35+ industry awards, (GSMA Mobile World Congress, Africom, World Telecom, and Golden Peacock Awards).

Honors & Recognition

- Recognized as Most Influential Financial Services Marketing Professional, World Marketing Congress (2024 and 2022)

Education & Certifications

- Master of Philosophy, Literatures in English, University of Hyderabad – 1998
- IIM Bangalore Executive Management Training Program – 2015
- Blackblot Product Management – 2011 & 2014