



# Jyotsna Makkar

CMO

## About Jyotsna Makkar

Jo drives revenue acceleration and establishes growth culture and capabilities by leveraging her leadership experiences in growth strategy, brand strategy and marketing transformation. Her expertise in building strong brand and product value propositions, optimizing demand generation engines and designing friction-free customer experiences helps position businesses for market expansion and category-leading growth. Jo is recognized for successfully addressing scale, turnaround and transformation challenges, and for fostering strong cross functional relationships.

## How Jyotsna has Helped Businesses Grow

- Scaled revenue 4X to \$650 million leading the re-entry strategy and marketing mix for mid-market consumer tech player by revitalizing the brand proposition, establishing profitable play in focus segments and reigniting consumer trust.
- Scaled demand generation for a large Technology portfolio, lifting MQLs by 4X, and unlocking new DTC opportunities (84% revenue growth, 57% growth in customer adds) by pivoting towards data driven growth planning, modernizing the marketing engines and enabling sales-marketing alignment.
- Grew a \$440 million beverage business 25% and \$400 million snacks business 14%, leading growth strategy, product innovation and omnichannel consumer engagement to establish strong, sustainable vectors for growth.
- Delivered 25% YoY growth for a declining \$300 million data business by revitalizing the value proposition, strengthening brand preference and re-energizing the channel.
- Achieved a 45% increase in customer engagement and enabled higher win rates by establishing a sales enablement platform that empowered Sales with real-time customer intelligence.
- Drove the transformation of global marketing execution at Technology major, leveraging AI driven customer insights and aligning Marketing and Sales to a unified go-to-market strategy, resulting in accelerated pipeline velocity, higher win rates and significant efficiencies on marketing investment.

## Executive Experience

- Director, Global Marketing Strategy and Operations, Microsoft, WA
- Chief Marketing Officer, Microsoft India
- Head of Marketing, Nokia India
- EVP Marketing, PepsiCo India

## Expertise

### Industry Experience

- Consumer Goods
- Technology
- SaaS
- Food and Beverage

### Specialties

- Brand Strategy/Refresh
- Market Penetration & Growth
- Go-to-Market Strategy
- Demand Generation
- Brand Positioning and Messaging
- Integrated Marketing
- Account Based Marketing
- Marketing Strategy and Planning
- Market/Consumer Insight
- Digital Transformation

## Education

- Masters in Business Economics, University of Delhi
- Economics Hons, Delhi University

## Contact Information

Jyotsna Makkar  
Phone: 425.553.6007  
JMakkar@chiefoutsiders.com  
www.chiefoutsiders.com