

CMO
Alchemy

Trusted Growth Partner

for Technology
Businesses

cmoalchemy.com

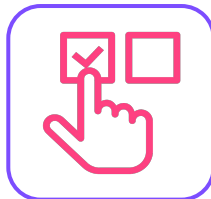
GROWTH IS HARDER THAN EVER.

*The Challenge in
Today's Market*



Markets are saturated, making differentiation elusive

Highly competitive environments reduce the ability to stand out.



Buyers have more choices, but less attention

Increased options lead to fragmented buyer focus and engagement.



Marketing execution is often scattered and reactive

Lack of cohesive strategy results in disjointed marketing efforts.

Result?

Inconsistent growth & diluted brand impact.

Why This Matters to the C-Suite



Growth plateaus
directly affect
valuation and
investor confidence.



Weak differentiation
leads to longer sales
cycles and lost
deals.



Inefficient marketing
burns budgets and
leadership
bandwidth.



Leadership teams
face pressure
without clarity on
ROI.

The Disconnects We See Most Often



- Strategy fails to translate into a unified brand narrative.
- Marketing efforts lack alignment across channels & teams.
- Measurement is inconsistent, leaving leaders in the dark.

The cumulative effect of these disconnects **slows down** innovation and growth.

How we work with you



Discovery Consultation: identify growth challenges and opportunities

Initial phase focused on understanding the client's current situation and potential areas for growth.



Tailored Roadmap: design a path aligned to your business goals

Creating a customized strategy that directly supports the unique objectives of the business.



Retained Engagement: implement, measure, and optimize for results

Ongoing partnership to execute the plan, track progress, and continuously improve outcomes.



Simple, collaborative, outcome-focused partnership

A transparent and cooperative approach centered on achieving measurable business results.

CMO Alchemy



A Partner for Consistent, Measurable Growth.



Founded on **3 decades**
of Technology
Marketing Leadership

*Leveraging extensive
experience to drive
impactful marketing
strategies.*



**The Alchemy
Framework**, a proven
system to align,
differentiate, and scale

*A structured approach that
ensures business growth
through clear alignment
and differentiation.*



AI Marketing initiatives
that add precision and
speed

*Utilizing artificial intelligence
to enhance process
accuracy and accelerate
growth.*



Partners to leadership
teams as partners, not
vendors

*Collaborative engagement
that fosters deeper strategic
partnerships rather than
transactional relationships.*

Minds Behind CMO Alchemy



Vaidehi Singh

Co-Founder,
CMO Alchemy



Anil Sharma

Co-Founder,
CMO Alchemy

About Vaidehi Singh



“
I have learned nothing but
Marketing.”

Vaidehi Singh is a strategic marketing leader with 18+ years of experience across B2B, B2G, and consumer tech. She has led **5+ brand relaunches**, launched **100+ GTM programs**, and driven **2× revenue growth** for mid-sized enterprises. She has mentored **500+ marketing professionals** and early-stage teams. She has also worked closely with teams at Google, AWS, Microsoft, Oracle, and Fortinet to craft scalable, partner-led GTM strategies

Core Expertise:

- Deep Tech, Cloud Ecosystem & AI Marketing
- Growth, Revenue & Digital Marketing
- Persona Mapping, Brand Positioning & Regional Marketing
- Lead Generation, Account-Based & Email Marketing
- Partner Marketing, Events, Media & Thought Leadership



Most Innovative
Martech Leaders 2022
by World Marketing
Congress & CMO Asia



Judge at PMW Awards
2023



Speaker at
WordCamp India
2021, WordCamp
Pune 2019,
WordCamp Udaipur
2017

About Anil Sharma



“
I don't just play video games; I
am passionate to win smartly.”

Anil Sharma is a seasoned marketing leader with 12+ years of experience in building brands, driving revenue growth, and enabling sales through high-impact regional marketing initiatives. He established and scaled the marketing function for one of the APAC's largest Google Cloud partner from scratch.

Core Expertise:

- AI Marketing, Tech Product Marketing
- Marketing Operations, Automation & Analytics
- Demand & Lead Generation, ABM & Performance Marketing
- Sales Enablement & Process Optimization
- Brand Positioning, Field & Partner Marketing, PR & Events

Boosted demo-to-trial adoption **5X** by revamping sales pitch & building inside sales/data functions.

Drove **1,000%** pipeline growth with campaigns delivering **300** MQLs/month, **10%** SQLs.

Led enterprise campaigns generating **3,500** MQLs **6%** SQLs, and a **500%** pipeline growth.

Offerings

Strategic Advisor

Audit of current setup to diagnose gaps and build scalable marketing DNA.



Alchemy Sprint

A focused, 90-day program to build or reboot your go-to-market engine.



Fractional CMO

CMO leadership to shape and steer your marketing roadmap.



Knowledge Partner

Intensive corporate workshops to guide on critical marketing challenges.



The Alchemy Framework: From Complexity to Clarity, Step by Step

Diagnose

Uncovers the gaps in growth alignment.

Differentiate

Defines a sharp, defensible market position.

Align

Brings strategy, brand, and execution together.

Accelerate

Runs high-impact campaigns powered by AI insights.

Scale

Builds repeatable systems for sustainable growth.

Blending Human Expertise with Intelligent Tools



Leveraging smart tools to enhance strategic planning and forecasting through advanced analytics.

Messaging and positioning sharpened through data-backed insights.

Experienced professionals guide AI integration to balance innovation with practical wisdom.

Result: smarter decisions, faster outcomes, stronger ROI.

Elevate strategy with campaign intelligence and predictive analytics.

Using data to refine brand messaging and market positioning for greater impact.

Decades of human experience ensure AI is applied with judgment, not hype.

Combining AI and human insight leads to more effective marketing outcomes and improved return on investment.

What our clients gain



Strong market positioning that cuts through noise.

01

Predictable, measurable growth outcomes.

02

Transparency on marketing ROI. Leaders know what works and why.

03

Optimize leadership bandwidth to focus on core strategy.

04



What sets **CMO Alchemy** Apart

Leadership Expertise

Senior-level guidance
beyond basic support.

Proven Framework

Clear, accountable
marketing processes.

AI Capabilities

Modern edge with
AI-powered tools.

Trusted Partnership

Built on transparency
and impact.

Thank You.



Crafting Marketing Strategies
That Inspire Measurable Success.

Email: vaidehi@cmoalchemy.com

Contact us

Phone: +91 - 9910295999