

KARTHIK K

UNLOCKING SUSTAINABLE GROWTH THROUGH STRATEGIC MARKETING LEADERSHIP

In today's fast-paced digital world, marketing has the power to make or break a brand overnight. With real-time reactions and round-the-clock connectivity, a single campaign can go viral or trigger a reputational crisis. Every message must resonate with the right audience at the right moment. Successful marketing is no longer just about creativity, it's about precision, storytelling, and establishing trust, all driven by data at its core. Data empowers marketers, predict trends, personalize content and adapt quickly, transforming marketing from a gamble into a strategic force. To truly harness these potentials, organizations need seasoned leadership that combines global perspective with executional depth. Karthik K., a marketing strategist with over two decades of global experience, exemplifies this expertise. A specialist in go-to-market strategies, full-funnel demand generation, SEO, PPC, Account-Based Marketing (ABM), and AI-powered marketing, Karthik is the founder of Vyugh Marketing, a strategic marketing consultancy that empowers brands, inspires loyalty, crafts identities, and builds legacies.

Currently, he also serves as the Fractional CMO at Avvanz, a Singapore-based HRTech and FinTech firm, wherein his mandate spans brand transformation, performance marketing, and high-velocity lead generation, all grounded in compliance-driven storytelling.

Karthik has led multiple campaigns across diverse sectors and regions including APAC, North America and EMEA. An alumnus of Columbia Business School and National University of Singapore, he brings deep strategic insights and cultural fluency, making him a leading voice in advancing trust and compliance through AI and technology-driven marketing strategies.

We have Karthik with us for an exclusive discussion.



Karthik K
Founder & Managing Director,
Vyugh Marketing
Fractional CMO
Avvanz

With over two decades of versatile experience in various domains of marketing, Karthik founded Vyugh Marketing and is also serving as Fractional CMO of Avvanz, a HRTech and FinTech Background Verification firm, headquartered in Singapore.

- **Hobbies:** Reading books, long walks & mentorship
- **Favorite Books:** Start with Why? By Simon Sinek, Ikigai by García & Miralles, Tools of Titans by Tim Ferriss
- **Favorite Cuisine:** Asian, Mediterranean and Continental
- **Awards and Recognitions:** Recognized multiple times for leading high-impact global campaigns, driving brand transformation across markets, and delivering measurable outcomes through advanced digital marketing strategies.
- **Favorite Travel Destination:** Kyoto, Japan

What is your process of creating an all-inclusive market strategy?

As a Fractional CMO at Avvanz and Founder of Vyugh Marketing, I follow a strategy-first approach, deeply aligned with business objectives. I begin by mapping short- and long-term goals, then build comprehensive market intelligence through CRM data, competitor analysis, and customer insights. This foundation guides a tailored go-to-market and demand generation plan, spanning SEO, paid media, Social, ABM, e-mail automation, MarTech & AI tools. I focus on real ROI KPIs over vanity metrics, ensuring measurable business impact. Continuous feedback loops drive ongoing optimization across campaigns, messaging, and positioning. For me, marketing is a living strategy, which is dynamic, data-driven and always evolving to meet challenging business objectives.

Could you tell us about the leadership methodologies that you use?

My leadership style blends empowerment with accountability, anchored in transparency and clear communication. At the start of any collaboration, I set two simple expectations, which is to stay aligned and keep communication open. I'm not a micromanager and I believe in giving teams

the space to perform, supported by clear vision and well-defined OKRs. Like a train journey with multiple stations, I ensure we're tracking progress consistently, while always moving toward the target destination. Mistakes are part of the process, as long as we learn and adapt quickly. I also value cross-functional collaboration, especially with sales and ops, and rely on data to inform decisions and drive continuous, strategic growth.



Like a train on a mission, great leadership balances vision with momentum, ensuring every stop advances the team closer to its ultimate goal

How do you keep yourself up to date with ongoing industry trends?

I'm a lifelong learner and firmly believe that knowledge is everywhere, especially in marketing, where tools and trends evolve daily. I start my day with podcasts from industry experts. Every week, I



read at least one or two books to sharpen my thinking. I'm also committed to structured learning. I've recently completed executive programs at Columbia University and previously at the National University of Singapore, with more on the horizon. In addition, I stay active in networking events and peer groups like the FinTech Marketing Community in Singapore, which keeps me grounded and inspired. I regularly explore and experiment with new Marketing related AI tools like Jasper, Copy.ai, ChatGPT, Mutiny, Surfer SEO, Instantly.ai, Clay etc. and relearn tools like SEMrush, HubSpot and LinkedIn Sales Navigator. Each use reveals new insights. Staying close to the ground helps me fine-tune campaigns, recommend the right MarTech stack, assess GTM-readiness, and stay agile with emerging growth models in an AI-powered marketing landscape.

Five years from now, where do you want to position your organization Vyugh Marketing?

At Vyugh Marketing, my vision is to evolve it into a multi-faceted, AI-driven marketing advisory that helps startups and mid-sized enterprises scale quickly through smart automation and precise targeting, while navigating complex market landscapes. I don't want to be just another marketer recommending tech stacks or creative formats. I aim to engage with the entire marketing lifecycle, whether it's executed by us, the in-house team, or external partners. The core reason I founded Vyugh Marketing was to help businesses unlock real growth through strategy-first marketing.

Personally, I'm deeply committed to playing a strategic role, whether as a full-time CMO, a fractional CMO, or an individual contributor. I blend data, technology, and storytelling to build category-defining brands and drive measurable impact. No matter the model, my focus remains the same, which is delivering marketing strategies that fuel bottom-line results and position brands for long-term growth and revenue outcomes not just visibility. C

TOP 10 LEADERS IN SINGAPORE - 2025



Claire Weston
Chief Marketing Officer

CHIEF MARKETING OFFICERS IN SINGAPORE

Coda
Singapore
coda.co

A marketing executive with 20 years of experience leading global and regional teams to drive business growth through strategic and creative marketing, he is skilled in content marketing, and more



Eugene Lee
Vice President & Chief Marketing Officer – APAC

CHIEF MARKETING OFFICERS IN SINGAPORE

Chagee
Singapore
chagee.com.my

With nearly two decades of comprehensive commercial experience, his career has been dedicated to driving brand and business growth at local, regional, and international levels



Iqbal Haider
Co-Founder & Group CEO

LEADERS FROM ANIMATION SERVICES AND PUBLISHERS IN SINGAPORE

Iinfinity Media & Technologies
Singapore
iinfinity.com

An experienced creative and technical management professional in Animation, VFX, Games, AR, and VR, he has spent the past 18 years in the industry



Irma Hadikusuma
Chief Marketing & Healthcare Officer

CHIEF MARKETING OFFICERS IN SINGAPORE

AIA Singapore
Singapore
aia.com.sg

With experience in marketing, healthcare, and business development, she plays a pivotal role in shaping impactful campaigns, building strong stakeholder relationships, and more



Ivan C
Managing Director – Singapore, Malaysia & Philippines*

MANAGING DIRECTORS FROM TRANSPORTATION AND LOGISTICS INDUSTRY IN SINGAPORE

APL Logistics
Singapore
aplogistics.com

He is an experienced director of Supply Chain Solutions with a history in the logistics and supply chain industry, skilled in import, operations management, freight, international shipping, and industrial engineering



Jake Fumitaro Ohama
Founder

LEADERS FROM ANIMATION SERVICES AND PUBLISHERS IN SINGAPORE

Rabbitwarren Animation Studios
Singapore
rabbitwarren.tv

He oversees and approves every detail related to the design, style, and story of all the characters, driven by his passion for innovation and making a greater impact on the world



Joachim Hirt
Managing Director

MANAGING DIRECTORS FROM TRANSPORTATION AND LOGISTICS INDUSTRY IN SINGAPORE

Creo Logistics
Singapore
creo-logistics.com

A leader with a background in logistics, transportation, and supply chain management, he focuses on efficiency and innovation while fostering high-performance teams and long-term client partnerships



Karthik K
Fractional CMO

CHIEF MARKETING OFFICERS IN SINGAPORE

Avvanz
Singapore
avvanz.com

With over two decades of experience in various marketing domains, he has led multiple campaigns across diverse sectors and regions, including APAC, the Middle East, North America, and EMEA



Kelvin Wira
Creative Director

LEADERS FROM ANIMATION SERVICES AND PUBLISHERS IN SINGAPORE

Superpixel
Singapore
superpixel.studio

He specializes in animation, video production, social media marketing, content marketing, brand marketing, video animation, and advertising



Yahya Karahasan
Founder & Managing Director

MANAGING DIRECTORS FROM TRANSPORTATION AND LOGISTICS INDUSTRY IN SINGAPORE

YK Bulkers
Singapore
ykbulkers.com

With over 35 years of industry experience spanning both academia and professional practice, he has held key roles at leading global firms and developed a broad international perspective