

AJAY VISHNU SUTAR

Serial Entrepreneur | Brand Architect | Founder & Director

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PROFESSIONAL SUMMARY

Serial entrepreneur, brand architect, and creative business leader with 19+ years of experience founding and scaling high-impact ventures in regulated sectors, sustainability, education, and professional services. Proven ability to build institutions from the ground up, drive revenue growth, establish governance frameworks, and translate brand strategy into commercial performance and long-term stakeholder trust. Track record includes launching multiple companies, delivering multi-crore business outcomes, leading 800+ brand identity systems and 12,000+ digital/print assets, producing 54+ ISO-compliant journals, and orchestrating institutional conferences valued at over ₹2.3 Cr. Passionate about sustainability positioning, design excellence, and empowering professional communities through initiatives such as the Freelance Designer Association of India (FDAI). Combines founder agility with deep expertise in P&L management, regulatory compliance, stakeholder engagement, and digital transformation to create scalable, governance-aligned businesses.

KEY ENTREPRENEURIAL & LEADERSHIP HIGHLIGHTS

- ▶ Founded and scaled 3+ ventures since 2023: Golden Owl Design (strategy-led branding firm – ₹85L+ revenue in first 6 months via retainer model and strategic positioning), Turmeric (sustainability-focused certified organic spices & eco-lifestyle brand with Gujarat manufacturing partnerships and India Organic/FSSAI/ISO compliance), and FDAI (India's first structured national professional body for freelance designers with ISO-inspired governance framework addressing payments, scope clarity, and ethical standards).
- ▶ Delivered 800+ brand identity systems and led the design/production of 12,000+ digital and print assets spanning corporate communications, UI/UX platforms, investor decks, regulatory publications, and enterprise marketing initiatives across BFSI, fintech, luxury, and sustainability sectors.
- ▶ Generated multi-crore revenue impact and profit optimisation through brand-led growth strategies for both startups and established organisations; directly contributed to ₹9L profit optimisation at Abakkus and ₹6L surplus at FPSB India while managing events and conferences valued at over ₹2.3 Cr.
- ▶ Built and led cross-functional teams aligned with ISO 9001:2015 quality systems; achieved 4.36/5 performance rating at Integreon for leadership, quality, and global stakeholder satisfaction; recipient of three Best Employee Awards at FPSB India for consistent excellence in publications and institutional programmes.
- ▶ Developed high-stakes regulatory publications and research reports for RBI, SEBI, and PFRDA; managed institutional events and 13+ high-profile conferences ensuring brand consistency, compliance, and stakeholder alignment in waste management, sustainability, and financial sectors.

CORE COMPETENCIES

Venture Building & Scaling • Brand Strategy & Architecture • P&L Ownership & Business Growth • Go-to-Market Planning & Execution • Regulatory Compliance & Institutional Governance • Sustainability & ESG Positioning • Stakeholder & Board Engagement • Team Leadership & Change Management • Digital Transformation & Enterprise Marketing • Cross-functional Collaboration • ISO Quality Systems & Audit Readiness • High-Trust & Regulated Sector Branding

PROFESSIONAL EXPERIENCE

Director – Offshore | Hygienx India Private Limited | International Markets | *December 2025 – Present*

- Provide strategic leadership for offshore expansion and international market alignment of institutional hygiene and sustainable product portfolios across regulated B2B, institutional, and government markets.
- Lead export-readiness initiatives covering formulation standardisation, technical documentation, compliance frameworks, and certification roadmaps aligned with GreenPro, MSDS, TDS, ESG, and global procurement norms.
- Oversee soft launch and institutional positioning of the HUGO Care Portfolio (Facility, Personal, Kitchen Care), generating early channel traction and market interest while governing labelling standards, claims validation, and sustainability positioning for audit-ready market communication.

Founder | Freelance Designer Association of India (FDAI) | India | *January 2024 – Present*

- Established and lead India's first structured professional body dedicated to organising, representing, and empowering freelance designers nationwide, building a scalable national institution through strategic planning, platform development, partnerships, and community governance.

- Designed and implemented an ISO-inspired governance framework addressing delayed payments, scope clarity, legal protection, and ethical practice standards to strengthen credibility, institutional trust, and long-term sustainability of the freelance design profession.
- Represent the association in industry discussions, advocacy initiatives, and professional forums while creating operational policies and member engagement frameworks to ensure long-term viability and professional standards.

Founder | Turmerich | India | *January 2024 – Present*

- Founded and scale a sustainability-focused consumer brand specialising in certified organic spices and eco-friendly lifestyle products, building an asset-light, scalable business model through certified manufacturing partnerships based in Gujarat.
- Direct brand positioning, product strategy, packaging systems, and B2B/D2C go-to-market execution while aligning sourcing, production, and quality controls with India Organic, FSSAI, and ISO standards to ensure traceability, compliance, and long-term credibility.
- Establish supplier governance, quality audits, and brand controls to support scalable growth and defensible market positioning in the sustainability and organic products category.

Director & Chief Brand Strategist | Golden Owl Design Private Limited | India | *January 2023 – Present*

- Founded and scale a strategy-led branding and consulting firm serving regulated and high-trust sectors including BFSI, education, consulting, and sustainability, holding full accountability for business strategy, revenue growth, pricing, P&L ownership, client leadership, and operational governance.
- Built and lead cross-functional teams aligned with ISO 9001:2015 quality systems, ensuring audit readiness and scalable delivery; delivered ₹85L+ in revenue within the first six months through disciplined market positioning and retainer-led engagements.
- Position the firm as a strategic brand partner rather than a tactical vendor, significantly improving client retention, lifetime value, and long-term brand equity for clients in regulated markets.

Manager – Media & Communication | Abakkus Asset Manager LLP | Mumbai | *January 2022 – January 2023*

- Directed corporate communication, brand governance, and digital presence within a regulated asset management environment; developed firm-wide investor communication frameworks across digital platforms, presentations, and public-facing materials.
- Optimised marketing budgets and execution to deliver ₹9L profit in FY 2022–23; planned and executed a ₹16L high-profile corporate event with HDFC Wealth, overseeing branding, logistics, and vendor governance while strengthening investor-facing narratives for clarity, credibility, and regulatory alignment.

Senior Design Specialist | Integreon Managed Solutions | Mumbai | *September 2019 – January 2022*

- Led offshore creative delivery for global enterprise and Fortune-grade clients (BCG, Rolls-Royce, BMW, American Express, Citi, Budweiser, Heineken, Pandora, BDO) within strict quality, confidentiality, and turnaround benchmarks; delivered high-end presentations, pitch decks, brand systems, infographics, and compliance materials.
- Acted as bridge between onshore stakeholders and offshore teams ensuring accuracy, brand adherence, and delivery excellence; oversaw rebranding implementations, template systems, and recurring compliance communication; achieved 4.36/5 performance rating for leadership, quality, and stakeholder satisfaction.

Project Manager | AIWM India | Mumbai | *January 2018 – November 2018*

- Managed branding, publishing, and marketing initiatives for AIWM's national platforms and institutional conferences in the waste management and sustainability sector; led end-to-end execution of 13+ high-profile conferences and industry events with cumulative value exceeding ₹2.3 Cr.
- Directed design and publication of Knowledge Ex and Gen-Nex magazines, certifications, study materials, and official marketing collateral while coordinating vendors, sponsors, speakers, and logistics teams to deliver compliant, high-impact institutional events and exhibitions.

Assistant Manager – Publications | FPSB India | Mumbai | *October 2009 – June 2016*

- Led editorial design and production for FPSB India's flagship publications, including the Financial Planning Journal, within an ISO-certified regulatory environment; designed and managed production of 54+ ISO-compliant journals aligning editorial themes, data visualisation, and print standards with contemporary financial topics.
- Developed high-stakes regulatory publications and research reports for RBI, SEBI, and PFRDA handling confidential content and complex financial layouts; planned professional workshops and certification events for CFP professionals, delivering ₹6L surplus in FY 2010–11 and supporting institutional events valued at ₹70L+.
- Three-time Best Employee Award recipient for consistent performance, quality leadership, and contribution to ISO-compliant publications and institutional programmes.

Earlier Roles | Founder & Creative Director, Studioz8 (Jun 2016 – Apr 2017) • Project Manager, I-Deals Network (Sep 2017 – Jan 2018) • Project Manager, Osian Infotech (Mar – Jul 2017) • Graphic Designer roles at Mind Factor Ad Agency, Bleu Studios, Mass Media Makers, Lords Universal College (2007–2009)

EDUCATION

Bachelor of Mass Media (BMM) – Advertising & Branding | University of Mumbai | 2009 | *First Class (A Grade, ~70%)*

CERTIFICATIONS

120+ professional certifications across design, technology, marketing, leadership, AI, data science, and entrepreneurship domains (full list with credential IDs available upon request). Selected highlights include:

Deep Learning, R Programming & Introduction to Python (Udemy, 2024–2025) • AWS Certified Cloud Practitioner (2020) • UX Designer from Scratch (Interaction Design Foundation, 2021) • International Branding Strategies (MSBM UK, 2020) • Design Thinking (IBMI Berlin, 2020) • Fundamentals of Digital Marketing (Google, 2019) • ISO 9001:2008 Quality Management Training (TÜV Austria, 2010) • Data Science Foundations, Blockchain & Cryptocurrency, Ethical Hacking, and multiple AI/Entrepreneurship certifications.

HONORS & RECOGNITION

- Three-time Best Employee Award, FPSB India – Recognised for consistent performance, quality leadership, and contribution to ISO-compliant publications and institutional programmes.
- 4.36/5 Performance Rating, Integreon Managed Solutions – Excellence in leadership, delivery quality, and global stakeholder satisfaction.
- Media Coverage & Press Mentions – Featured in multiple regional and local newspapers for branding leadership, entrepreneurship, institutional events, and sustainability initiatives.
- Institutional & Industry Recognition – Acknowledged for innovation and leadership in waste management entrepreneurship and sustainability initiatives through national platforms (SIFE-linked).

LANGUAGES

English (Native-level fluency) • Hindi (Fluent) • Marathi (Conversational proficiency) • Gujarati (Fluent)

REFERENCES

Professional references available upon request from senior leaders including Biharilal Deora (Director, Abakkus), Dev Dubriya (Managing Director, Falcon Office Solutions), Dinesh Kriplani (Director, Host My Journey), and Anshul Srivastava (Director, Financial Wizards).