

# Sudheer Kuppili

Marketing leadership for the AI era

Marketing Operations & Intelligence Leader · 13+ years  
across B2B, SaaS, e-commerce & agency

*“Every chaos conceals an order — you  
just have to look close enough.”*

THE PATTERN FINDER THESIS



## PROUD WORKS



Aurakettle · Asgard  
aurakettle.com



Paperback Farm  
paperbackfarm.com

## WHY THIS DOCUMENT EXISTS

# Marketing looks like chaos. I treat it as *unmapped order*.

Marketing is unpredictable, sprawling and full of noise — which is exactly why I chose it as the arena to test a conviction: that every chaos conceals an order, if you look close enough. My goal has never been to master the chaos. It is to **find the order and prove it exists** — by building the infrastructure that identifies and maps it, and by creating the solutions that use it to optimise the buyer's journey. Over thirteen years, that conviction has taken three forms of proof.

## THREE FORMS OF PROOF



## I wrote the map

Four published essays charting how AI restructures marketing — discovery, paid, creative and decision-making — written before each shift became consensus, with dated predictions now playing out.



## I built the infrastructure

At OneAdvanced: a data backbone connecting 10+ platforms into one coherent picture of buyer intent, an attribution framework on Salesforce, and an AI buyer-intelligence suite built on Claude.



## I shipped the products

Asgard — a unified workspace of eight marketing products I designed and built end to end, including Apollo, which turns my AI-optimisation thesis into working software.

*The rest of this document is the evidence.*

THE RECORD

# Numbers first. Narrative follows.

200<sup>%</sup>

REVENUE INCREASE

led across 24 global e-commerce & retail brands at ZB Group

20<sup>x</sup>

CAMPAIGN ROI

delivered on digital campaigns through data-driven optimisation

13<sup>+</sup>

YEARS LEADING

across B2B, SaaS, e-commerce and agency environments

10<sup>+</sup>

PLATFORMS UNIFIED

into one buyer-intent infrastructure — Project Zeus, OneAdvanced

150<sup>+</sup>

LEADS / QUARTER

generated through Oracle & NetSuite partner campaigns at ACL Digital

8

PRODUCTS SHIPPED

designed, built and launched in the Asgard marketing workspace

MARKETS LED

USA · Europe · South-East Asia · India · Australia

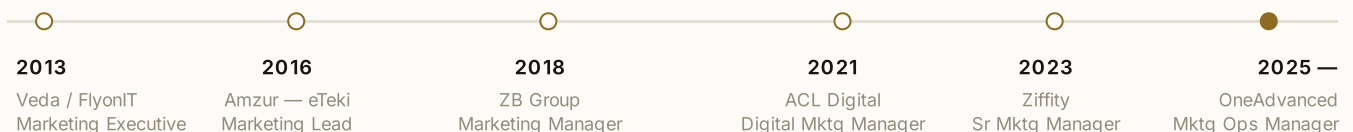
ENVIRONMENTS

B2B SaaS · E-commerce & retail · Agency · In-house · HRTech GTM

OPERATING STACK

Marketo · Salesforce · HubSpot · Adobe Analytics · Power BI · Klaviyo · DotDigital · Claude (AI integration)

THIRTEEN YEARS, SIX CHAPTERS



MAR 2025 — PRESENT · BENGALURU

ONEADVANCED

# Turning marketing from reactive into *predictive* at OneAdvanced

Marketing Operations Manager — leading end-to-end marketing operations, aligned with Revenue Operations across the full sales cycle. The mandate: replace fragmented reporting with one coherent picture of buyer intent — deep enough to anticipate who will buy, and when.

## Project Zeus

DATA  
INFRASTRUCTURE

A fully integrated data backbone connecting **10+ marketing and revenue platforms** into a single architecture. Zeus ends the era of every team arguing from a different dashboard: signals from web, email, CRM, campaigns and sales flow into one governed source of truth — the foundation every other initiative stands on.

## F.A.T.E.

ATTRIBUTION &  
TAM

The **Framework for Attribution and TAM Enablement** — a Salesforce dashboard suite that makes two hard questions answerable at leadership level: **what is actually driving revenue**, and **how much of the addressable market are we genuinely reaching?** Attribution and market coverage, made legible in one place.

## B.A.T. / R.A.T. / C.A.T.

AI BUYER  
INTELLIGENCE

An AI suite in development, **integrating Claude for buyer intelligence** — reading the intent picture Zeus assembles and turning it into anticipation: which accounts are warming, what they signal, and where the next conversation should begin. The shift from reporting what happened to **knowing what is coming next**.

**Alongside the builds:** predictive lead scoring and the ABM model · data governance and GDPR compliance · developing team capability so the infrastructure outlives its architect.

*Evidence most people never get to see in one place — Zeus assembles it, F.A.T.E. defends it, the intelligence suite reads it.*

Internal work is described at architecture and outcome level. Implementation detail and company metrics are intentionally withheld.

## SIX CHAPTERS, ONE DIRECTION

# Every role: inherit complexity, leave behind structure.

**2023 — 25**Ziffity  
Bengaluru

## Senior Marketing Manager

Directed digital strategy for key clients across **Klaviyo, Adobe Analytics and DotDigital**; led cross-functional design, content and development teams. Built industry partnerships, spoke at events, and carried an active role in pre-sales — managing budgets for maximum ROI.

**2021 — 23**ACL Digital  
Bengaluru

## Digital Marketing Manager

Led demand generation for **Oracle NetSuite, SAP and LMS** products, exceeding quarterly targets — **150+ leads per quarter** through Oracle and NetSuite partner campaigns, with cross-functional teams across SEO, content, social and paid media.

**2018 — 21**ZB Group  
Bengaluru

## Marketing Manager

Spearheaded marketing operations for **24 global brands** across e-commerce and retail in the USA, Europe and South-East Asia. Automated processes across SEO, SEM, social and paid; led product marketing for Marine. **Delivered a 200% revenue increase.**

**2016 — 18**Amzur  
Technologies  
Visakhapatnam

## Marketing Lead — eTeki

Owned go-to-market strategy and end-to-end marketing for an HRTech product. **Stood up CRM and marketing automation from zero**, ran national and international events, and built buyer personas hand-in-hand with sales.

**2013 — 16**Veda Networks /  
FlyonIT  
Visakhapatnam ·  
Melbourne

## Marketing Executive

The foundations: SEO channel optimisation, paid search and social campaigns, automated content calendars, and channel analytics across the funnel — where the instinct for **systems over one-off campaigns** took root.

**EDUCATION****MBA** — Cardiff Metropolitan University, United Kingdom ·  
2013**B.Tech** — JNTUK, India ·  
2011

## FOUR ESSAYS, ONE WORLDVIEW

# AI is restructuring every layer of marketing. I mapped each one.

Between May 2025 and June 2026 I published a four-part map of the shift — one essay per layer of the discipline: how buyers **discover**, how attention is **bought**, how creative work stays **distinct**, and how organisations **decide**. Together they form a single argument: the interface of marketing is moving into the AI conversation, and every playbook must follow.

## LAYER 01 · DISCOVERY

2025

## SEO to AIO — From Search to Smart Discovery

The buyer's journey compresses into a few sentences of AI conversation. Visibility stops being a ranking problem and becomes an *answerability* problem: structured FAQs over keyword posts, verified accuracy over backlinks, summarisable content over long funnels.

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Rank on the page → Become the answer

## LAYER 02 · PAID

MAY 2025

## From PPC to AIA — Advertising in the Age of AI Assistants

Decision-making moves upstream into the AI interface, before any ad is seen. The next ad model is built on presence, not impressions: sponsored mentions inside answers, conversational CTAs, pay-per-recommendation, branded AI agents.

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Bid on clicks → Earn the context

## LAYER 03 · CREATIVE

DEC 2025

## Is AI Creating a Convergence Crisis?

Models pull every output toward the statistical centre of their training data. Brands that let AI lead the thinking drift into sameness — not from lost creativity, but from surrendered direction. Originality survives only when creativity leads and AI sharpens.

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AI leads, brands flatten → Creativity leads, AI amplifies

## LAYER 04 · DECISIONS

JUN 2026

## Presentation Is a Layer That Is No Longer Needed

Reports were always a processing layer between data and decisions — and every report quietly frames as much as it informs. AI lets decision-makers interrogate data directly, collapsing the report-then-decide sequence and turning meetings into working sessions.

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Present, then decide → Explore, and decide

CALLED EARLY, CHECKABLE LATER

# Predictions are only worth something with a date on them.

Anyone can narrate a shift after it happens. Each essay above made specific, dated claims before the evidence was in. Here is how they have aged.

May  
2025

THE AIA CALL

Predicted advertising would move **inside the AI interface**: sponsored placements within answers, conversational calls-to-action, recommendation-based auctions, and branded agents distributed through AI app stores — written while most platforms still ran ad-free.

SINCE THEN

Monetisation of AI surfaces has moved from experiment to industry race: **ad models, sponsored placements and shopping experiences inside AI assistants** have been announced or shipped across major platforms, and brand “agent” ecosystems are now mainstream strategy.

Dec  
2025

THE CONVERGENCE CALL

Warned that brands letting AI lead their thinking would **flatten into one voice** — that models gravitate to the statistical centre, and unguided adoption produces industry-wide sameness.

SINCE THEN

Peer-reviewed research has documented the same pattern at scale: a NeurIPS 2025 best-paper study of **70+ language models** found outputs clustering tightly rather than spreading across conceptual space, with 2026 follow-up work confirming homogenised creativity across models.

Jun  
2026

THE OPEN BET

Argued that the report-and-presentation layer between data and decisions **dissolves** as decision-makers interrogate data directly — and that meetings become working sessions where decisions are made, not reviewed.

STATUS

Too recent for receipts — this one is on the record, waiting. **That is the point of writing with dates**: the claims stay checkable, including the ones still open.

*Foresight you can audit is the rarest credential in marketing leadership.*

INDEPENDENT BUILD · AURAKETTLE

SAAS PLATFORM

# Asgard — I built the platform my essays predicted

A unified marketing & growth workspace of **eight integrated products** — one account, one contact database, one billing relationship — designed, architected and shipped end to end. Where most marketing leaders can describe the modern stack, Asgard is proof I can **specify, build and ship it**: granular workspace and per-product permissions, a single source-of-truth product catalogue, and multiple LLM providers behind one configurable interface.

## Apollo

### AI SEARCH

Brand visibility inside  
AI-generated answers

## Ares

### PAID ADS

Google Ads management &  
optimisation

## Iris

### EMAIL

Campaigns, builder & nurture  
flows

## Hermes

### LANDING PAGES

Drag-and-drop pages that  
convert

## Peitho

### CRM

Shared contact & company  
database

## Themis

### ANALYTICS

Visitor tracking & identity  
resolution

## Heimdall

### AUTOMATION

Visual contact-journey flow  
builder

## Cadmus

### CONTENT

Multi-author blog publishing

## SPOTLIGHT · THE THESIS AS SOFTWARE

### Apollo turns the AIO essay into a working product.

Apollo crawls a brand's site, builds a profile of its products and competitors, then runs **structured prompt experiments across multiple LLMs** — measuring whether the brand is mentioned in AI answers, how it is framed, and how sentiment trends against rivals. Prompt variants, response-link extraction, competitive dashboards. **"Become the answer" — instrumented, measured, productised.**

**UNDER THE HOOD** Next.js · React · TypeScript · PostgreSQL & Prisma · NextAuth · Claude / GPT / Gemini / Perplexity / Groq behind one interface · Amazon SES · Stripe billing · Zeus all-access bundle

INDEPENDENT BUILD · PUBLISHING

BRAND + AUTOMATION

# Paperback Farm — the convergence thesis, *practiced*

A literary publishing house built on one belief: a book is a conversation between the writer's words and the reader's imagination. Two codebases work together — **a cinematic brand website and an automated, AI-driven launch pipeline** — and together they demonstrate the principle my convergence essay argues for: human creativity sets the direction, AI executes at scale.

## THE BRAND — WHERE CREATIVITY LEADS

An animation-rich site with a deliberately cinematic language: near-black canvas, warm cream type, metallic gold accents, film-grain texture and scroll-driven storytelling — down to a canvas starfield on the feature-book page.

A catalogue of **Sagas and Originals**, with rich per-book pages and 3D cover mockups — launching with the psychological thriller *The Path Not Taken — Part I: Surface*.

Every creative decision — the world, the tone, what to reveal and what to withhold — is **human-made and unmistakably branded**.

## THE PIPELINE — WHERE AI EXECUTES

A 10-week Instagram launch campaign that **runs itself**: a 30-post content calendar, each post paired with a unique image prompt, themed week by week — the world, the characters, the philosophy, the stakes.

AI-generated artwork with local caching, CDN hosting, and **scheduled publishing on a Mon / Wed / Fri cadence** — with dry-run modes, cost estimation, and a published log as the single source of truth.

Posts are deliberately written to build the story world **without spoiling key plot twists** — restraint a model would never choose on its own.

*“Creativity leads. AI follows.  
The launch runs itself.”*

The same discipline the convergence essay prescribes for brands — applied, shipped, and running on a real product launch.

## EATING MY OWN COOKING

# My essays say: become the answer. So I made *myself* one.

sudheer.website is structured the way the AIO essay prescribes for brands — clear claims, structured pages, summarisable positions. And it goes one step further: **Ati**, a site assistant trained to answer only from my writing. Visitors don't have to browse my thinking. They can interrogate it.

## VISITOR ASKS

Any thoughts on AI in marketing?

## ATI — ANSWERS ONLY FROM SUDHEER'S WRITING

Sudheer's view: AI is restructuring every layer of marketing — discovery, paid, creative and decisions. The brands that win will lead with human creativity and let AI sharpen it, structure themselves to be understood by AI systems, and compete to become the answer rather than the ranking.

## VISITOR ASKS

How does he approach marketing operations?

## ATI

Find the order inside the chaos: build the data infrastructure that maps buyer intent, prove it with evidence, then build solutions on top of it — and develop marketers capable of carrying the system forward.

## THE PRINCIPLE

In an AI-mediated world, a personal brand that can't be queried can't be discovered.

## THE STRUCTURE

Thesis on the homepage · essays as structured pages · portfolio as evidence · an assistant as the interface.

## THE SIGNAL

A leader who applies his own playbook to himself before asking a company to bet on it.

*If the next era belongs to whoever becomes the answer — start by becoming one yourself.*

## OPERATING PRINCIPLES

# Infrastructure outlives campaigns. People outlive infrastructure.

Thirteen years of building teams across design, content, development, SEO and paid media — in-house and agency, B2B and e-commerce — have settled into four principles I run every function by.

## Evidence before opinion

Decisions are argued from one coherent picture of buyer intent — deep enough to predict who will buy and when, with confidence that comes from evidence most people never get to see in one place. The picture is the deliverable; opinions audition for it.

## Infrastructure before campaigns

Campaigns built on fragmented data optimise noise. I fix the plumbing first — connected platforms, governed data, GDPR-compliant by design — because every campaign after that compounds instead of repeating work.

## Creativity leads, AI follows

The convergence essay is also a management policy: humans set the direction, take the imaginative leaps and own the taste; AI structures, sharpens and scales it. Teams that invert this order flatten into the market's average voice.

## Build people who outgrow the builder

I develop marketers and leave them capable enough to carry the system forward. An operation that depends on its architect is a single point of failure — capability transfer is part of the architecture, not an afterthought.

*The measure of the architecture is how well it runs after the architect leaves the room.*

**The leadership surface beyond the team:** industry partnerships and event speaking · active pre-sales alongside sales leadership · budget ownership with ROI accountability · buyer personas built hand-in-hand with sales — marketing as a revenue function, not a service desk.

PROUD WORKS



Aurakettle · Asgard

[aurakettle.com](http://aurakettle.com)



Paperback Farm

[paperbackfarm.com](http://paperbackfarm.com)

# Chaos & randomness exist — until *order and pattern* is found.

If your next chapter needs a marketing leader who maps the shift before the market does, builds the infrastructure that proves it, and develops the people who carry it forward — let's talk.

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WRITE

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READ

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[linkedin.com/in/sudheer-kuppili](https://linkedin.com/in/sudheer-kuppili)

FIND

Bengaluru, India  
Open to global mandates