

# PARAM MINHAS

## Founder & Creative Director

Growth & Brand Leadership | GTM | AI-Native Marketing | Creative Direction | Product

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EXPERIENCE  
15+ Years

REVENUE  
\$6M+

COMMUNITY  
350K+

NETWORK  
90-Person

RAISED  
\$795K

## SUMMARY

Founder and creative director who builds growth, brand, and marketing functions from zero. Built one company to \$6M+ in revenue and a 350K+ community on a \$795K raise. Now runs an AI-native marketing agency (90-person network) serving national-scale clients.

## KEY EXPERIENCE

### Founder & Creative Director — Iterate

Jan 2026 – Present

AI-native marketing agency | Bengaluru | [hyperiterate.com](https://hyperiterate.com)

- Leads a 90-person network across strategy, creative, and engineering.
- Clients: ChargeZone, Noida International Airport, PickYourTrail, Billione, Monkspace.
- Launched Cats Can Dance — culture-discovery platform with live shows (Impresario partnership).

### Co-Founder & CEO — SoleSearch

2022 – Dec 2024

Sneaker, streetwear & collectibles marketplace | India

- \$6M+ total revenue, \$795K raised (Venture Catalysts, Anthill, Cornerstone). Team of 40.
- 350K+ community, 30+ events incl. SneakinOut — India's first sneaker convention.
- Press: VICE, CNBC-TV18, Business of Fashion, Economic Times, Inc42.

### CMO — Fere.ai

Jan 2025 – Dec 2025

Autonomous AI agent platform | Funded by Ethereum Ventures | [ferei.xyz](https://ferei.xyz)

- Built growth function from scratch. Restructured to run lean on AI systems.
- Operating model became proving ground for launching Iterate.

## ALSO:

Partner, Growth & Technology at Investopad ' Good Capital (2017–20, portfolio incl. Meesho) · Director of Marketing at Quartic.ai (2020–22) · Head of Growth at Octo (2016–17, acq. by Quartic) · Founder, Hab Housing (2012–15, \$120K bootstrapped) · Founding Team, GetRightPrice (2011–12, angel-backed)

## SKILLS

### GROWTH & MARKETING

GTM, Demand gen, Performance, SEO/GEO, Community, Events

### BRAND & CREATIVE

Identity systems, Creative direction, Copywriting, PR

### STRATEGY

Positioning, ICP, Pricing, Fundraising, GTM planning

### AI & ENGINEERING

AI-native marketing, Agents, Next.js/React, Prompting

### LEADERSHIP

Team building (5–90+), Hiring, Founder coaching

### TOOLS

Notion, Linear, Figma, Cursor, Claude, Webflow, Shopify, Ads

Press: VICE · CNBC-TV18 · Business of Fashion · Storyboard18/Forbes India · Economic Times · Inc42 · YourStory

## OPEN TO

Senior operating and CMO-track roles, fractional/advisory mandates, and operator-investor partnerships — at AI-native, brand-led, or culture-driven companies.

