

PARAM MINHAS

Founder & Creative Director

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

minhas.param@gmail.com [linkedin.com/in/paramminhas](https://www.linkedin.com/in/paramminhas) catscandance.com Bengaluru, India

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, then ships the product underneath them. Operator across the full GTM stack with a rare engineering hand: built AI products before "AI" was a category, co-building one of India's first conversational AI platforms in 2013. Has led teams from 5 to 90+. Built one company to \$6M+ in revenue and a 350,000+ community on a \$795K raise; now runs an AI-native marketing agency serving clients including a national airport and a national EV charging network.

EXPERIENCE

Founder & Creative Director — Iterate

Jan 2026 – Present

AI-native marketing agency | Bengaluru, India | hyperiterate.com

- Leads a 90-person network across strategy, creative, and engineering.
- Clients include ChargeZone, Noida International Airport, PickYourTrail, Billione, and Monkspace.

Cats Can Dance — Culture platform (music, fashion & pet care) | Mar 2026 – Present

- Designed and built a culture-discovery platform end-to-end — artist directory, event booking, and a music-production learning product.
- Produced a series of live shows pan-India, in partnership with Impresario.

CMO — Ferei.ai

Jan 2025 – Dec 2025

Autonomous AI agent platform, funded by Ethereum Ventures | India | ferei.xyz

- Joined early to build the growth and marketing function, rejoining long-time collaborator Akshaya Aron.
- Restructured marketing to run lean — sustained by AI systems and a small team.
- Used that operating model as the proving ground for launching Iterate.

Founder & CEO — SoleSearch

2022 – Dec 2024

Sneaker, streetwear & collectibles marketplace | India

- Founded SoleSearch; joined by Prabal Baghla and Rannvijay Singha. Led a team of 40. Raised \$795K from Venture Catalysts, Anthill Ventures, and Cornerstone Ventures.
- Generated \$6M+ in total revenue over four years, with omnichannel retail in Mumbai and Hyderabad.
- Built a 350,000+ follower community and ran 30+ live events, including SneakinOut — India's first sneaker convention.
- Secured press in VICE, CNBC-TV18, Storyboard18, Economic Times, Inc42, and Business of Fashion.

Partner, Growth & Technology — Investopad ' Good Capital

2017 – 2020

Family office turned venture fund | New Delhi, India

- Partner for Tech & Growth as family office evolved into Good Capital, an institutional Fund I.
- Helped build the fund — sourcing, diligence, founder support — for a portfolio including Meesho, Entri, Simsim, Amazon, and Forbes.

Director of Marketing — Quartic.ai

2020 – 2022

Enterprise AI platform | San Jose, CA (HQ)

- Led a team of 5. Backed by Good Capital, Celesta Capital, and Michael Marks.
- Built the marketing function from zero: brand identity, website, collateral, and press strategy.

Founding Team, Head of Growth — Octo

2016 – 2017

Conversational AI platform, acquired by Quartic.ai | New Delhi, India

- Co-built with Akshaya Aron, backed by Good Capital — built AI products before "AI" was a market category.
- Built and ran the entire marketing function from scratch and rebuilt the product dashboard end-to-end.

Founder — Hab Housing

2012 – 2015

Branded budget hospitality | Pune, India

- Built one of India's first branded budget-hospitality startups — the category OYO later scaled nationally.
- \$120K+ in revenue, fully bootstrapped. Grew from sole founder to a 16-person team across three cities.

Founding Team Member — GetRightPrice

2011 – 2012

India's first price-comparison engine | Delhi, India

- Joined the founding team in college, angel-backed by Sidharth Rao (founder, Webchutney). Built the product catalog and crawl pipeline.

SKILLS

GROWTH & MARKETING

Go-to-market strategy, Demand generation, Performance marketing, SEO & GEO, Community building, Event marketing

BRAND & CREATIVE

Brand identity systems, Creative direction, Copywriting, PR & press strategy

STRATEGY

Positioning, ICP definition, Pricing & packaging, Fundraising, GTM planning

AI & ENGINEERING

AI-native marketing, Conversational AI & agent development, Full-stack web (Next.js, React), Prompt engineering, Data pipelines

LEADERSHIP

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

TOOLS

Notion, Linear, Figma, Cursor, Claude, Webflow, Shopify, Meta/Google Ads, GA4, n8n, Zapier

EDUCATION

BE, Computer Science

Pune University

PRESS & RECOGNITION

Major features: VICE, Storyboard18 (syndicated to Forbes India), CNBC-TV18, The Established

Funding coverage: Economic Times, Entrackr, Indian Retailer, YourStory

Profiles: CB Insights, Crunchbase, PitchBook

OPEN TO

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