Rushabh Porwal

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I ran twenty-five crore rupees of enterprise marketing at Leo Burnett and GroupM, then built the operating system for the agencies I used to run.

Seven years as the buyer, eight months shipping the product. I find out what a customer needs, build it, and measure whether it worked. Looking for a founding go-to-market or product seat at a company that sells to marketers or agencies.

Experience

Founder and Product Lead, Ancor OS, Mumbai Mar 2026 to now

Operating system for creative and marketing agencies: capacity planning, client approvals, billing and cash forecasting, AI agents that staff and report, burnout signals. Live at getancor.com.

- Took it from nothing to two agencies in live trial, with a self-serve demo tenant, a sales playbook and a content pipeline, as the only person on the company. Both agencies are in paid-pilot conversations.
- Designed it from seven years inside the customer: the retainer, the revision round, the approval chain, the margin view that agency owners do not get from existing tools.
- Built the whole stack: multi-tenant SaaS on PostgreSQL, Stripe, Gemini agents with tool use, an Android app, integrations with Gmail, Slack, Buffer and Calendly. Integration, end-to-end and load tested, AI spend tracked per feature, a deploy gate for live clients.
- Also in 2026: Maître, an offline-first restaurant operating system scoped with a bar in Goa (POS, GST and VAT invoicing, hub-to-cloud sync, WhatsApp bookings agent). Kaan, a real-time voice AI run live with eight people, followed by a published failure report.

Account Director, Wirality Media May 2025 to Nov 2025

Strategy and planning for nine premium brands including Titan, Fastrack, Mobikwik, AJIO Business and Westin, about ten crore rupees in annual investment. Grew the Fastrack and Westin retainers by a quarter, won four retainer pitches, five direct reports.

Brand Services Director, Leo Burnett India Jan 2024 to Feb 2025

Cathay Pacific, Meta India, LinkedIn India and APAC, WhatsApp. Led the team behind a Silver Cannes Lion for Cathay Pacific. Directed the LinkedIn Reels India launch narrative and Meta's creator communication for India. Five-member team, new business.

Senior Account Manager, Tonic Worldwide Dec 2021 to Nov 2023

Seven enterprise brands including PlayStation India, Dolby India and SBI Life. Thirty-five percent performance growth for an automotive client, a twenty percent budget increase from SBI Life, projects converted into long-term retainers. Nine-member team.

Senior Executive, Digital Marketing, Flair Writing Industries Oct 2020 to Nov 2021

Built the digital marketing and e-commerce practice from nothing for the whole portfolio, reporting to the Managing Director. Co-developed the Hauser XO launch, twenty-five times return on marketing spend in its first week.

Senior Account Manager, The Glitch (GroupM) Oct 2019 to Sep 2020

The LinkedIn APAC mandate, eight to nine crore rupees in annual billing, creative lead across four verticals.

Junior Brand Partner, Sparkt Sep 2018 to Sep 2019

Star Plus, Mahindra Manulife, Piramal Capital.

Outcomes

Twenty-five crore rupees of cumulative marketing investment managed. Retainers grown by a quarter. Four retainer pitches won in six months. Twenty-five times return on a digital-first launch. Thirty-five percent performance growth for an automotive client. A Silver Cannes Lion.

Skills

Go-to-market, product management, B2B SaaS, customer discovery, pricing, enterprise client management, brand strategy, performance marketing. TypeScript, React, Node, PostgreSQL, Python, Stripe, LLM agents and tool use across the Gemini, Claude and OpenAI APIs, Google Cloud, Capacitor.

Education

BBA, Marketing and International Business, Symbiosis Centre for Management Studies, Pune.