



Empower Today, **Excel Tomorrow.**

To the Admissions Committee,

I am Adithya Srinivasan, Senior Marketing Manager at GenSpark India, and I'm pleased to recommend Harshal for your Master's in Management program. Harshal joined us in January 2023 as an Entrepreneur-in-Residence intern and reported directly to me throughout his tenure.

From day one, Harshal demonstrated an impressive combination of creative initiative and structured problem-solving. Assigned to revamp our enterprise website funnel, he independently conducted user-journey mapping, led the design of Figma mockups, and implemented the solution using WordPress. His work directly contributed to a 20% increase in form responses and inbound traffic within four weeks—a clear testament to his design clarity and strategic content placement.

What impressed me most was Harshal's rare ability to think like both a marketer and a builder. During a critical product campaign, when lead conversions had plateaued, he proposed a landing page redesign with simplified CTAs and a sharper value proposition. He took ownership of the copywriting, layout revision, and tracking integration. The result? A significantly higher-performing funnel across all key metrics.

Harshal also stood out for his interpersonal effectiveness. He seamlessly coordinated with marketing, content, and sales teams during weekly sprint reviews and earned trust across departments. This was especially valuable in our dynamic startup environment, where adaptability and initiative are essential.

One area of growth early on was time management—Harshal initially spent additional hours perfecting visuals and code. However, after feedback and collaborative goal-setting, he quickly adapted to a more agile approach, consistently meeting deadlines without sacrificing quality.

Beyond technical execution, Harshal showed entrepreneurial maturity well beyond his years. He frequently took ownership of outcomes, initiated peer discussions on CRO strategies and user psychology, and helped bridge communication gaps between design and performance teams. His ability to think analytically yet creatively allowed him to contribute meaningfully to both marketing and product strategy.



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In fact, Harshal exhibited the resilience and initiative often seen in early-stage founders. He brought data-driven thinking to discussions, wasn't afraid to take the lead, and remained open to learning through feedback. I believe these traits—combined with his discipline and ambition—position him strongly for future leadership roles in business.

In terms of international potential, I would place Harshal in the top 5% of young professionals I've mentored over the last five years. His exposure to cross-functional marketing work, paired with a consistent drive to learn and lead, makes him an excellent fit for the rigorous demands of your Management program.

I am confident Harshal will thrive in your academic environment and contribute richly to classroom discussions, especially in areas of growth strategy and digital innovation. I recommend him wholeheartedly and without reservation.

Please feel free to reach out should you require any additional information.

Sincerely,
Adithya Srinivasan
Senior Marketing Manager
GenSpark India
Email: adithya.srinivasan@genspark.net
Date: 14 April 2025

A handwritten signature in blue ink, reading "Adithya Srinivasan". The signature is stylized with a large, flowing "A" and "S".

(Signature)