

Contact

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Top Skills

Leadership

Sustainability Reporting

Sustainability Marketing

Certifications

Bloomberg Market Concepts

Utkarsh Sharma

Music | C2PA | Song Credentials - immutable metadata & traceability
Delhi, India

Summary

5 Years aim : Leading Music Industry to mainstream Sustainability

but before that,

I am an astute marketer, utilizing Blockchain & AI tools to create positive changes in Music Industry and parallely in Carbon Credit Market.

Currently working on innovating Song Credential technology - extending C2PA principles for Music value chain.

With Music Industry facing AI proliferation threat, the need for immutable metadata credentials is the key for the future. Both Gen AI and Human created music needs to be labelled, with Ethical AI-AI assisted receiving specific attribution and recognition.

My expertise and interests lies in Go to Market Strategy, Product Marketing, Product Design and Consulting.

Feel free to talk about Blockchain, Music Industry, Gen AI-C2PA & Sustainability|ESG|Carbon Insetting

Experience

vlinder.io

2 years 11 months

Product Marketing Consultant

January 2023 - Present (1 year 9 months)

Innovating Song Credential technology - extending C2PA principles for Music value chain.

With Music Industry facing AI proliferation threat, the need for immutable metadata credentials is the key for the future.

Both Gen AI and Human created music needs to be labelled, with Ethical label- AI assisted receiving specific attribution and recognition.

Marketing Intern

November 2021 - December 2022 (1 year 2 months)

SCOT-Sustainability Committee of TAPMI

1 year 5 months

Convener

March 2022 - February 2023 (1 year)

Udupi, Karnataka, India

- * Led a team of 22 Sustainability enthusiasts and worked on sustainability initiatives in and around campus
- * recruited a team of 14 junior members, spearheaded events and drives to promote sustainability
- * setup organizational structure and managed day to day operations with a vision of implementing sustainability in practice

Sustainability Coordinator

October 2021 - February 2022 (5 months)

Udupi, Karnataka, India

REIN Water Purifiers

Sales And Marketing Intern

January 2021 - June 2021 (6 months)

Delhi, India

- Responsible for designing STP Marketing alongside implementation of Place & Promotions(2Ps) for the Company's new entry into \$500m Indian Residential water purifier market
- Responsible for Sales field visits on Weekend and achieving sales target
- Conducted secondary market research to understand competitor offerings
- Created a Market Penetration strategy with targeting of B2B segments

Education

T A Pai Management Institute, Manipal

Master of Business Administration - MBA, PGDM - Marketing · (2021 - 2023)

Northern India Engineering College, New Delhi

