

Adarsh Menon is an Operating Partner at Fireside Ventures, India's leading venture fund for consumer brands. Adarsh holds an MBA in Marketing & HR from FMS Delhi, & is a seasoned Sales & Marketing professional with over 23 years of experience, across reputed organizations like Flipkart, Hindustan Unilever Ltd, Glaxo SmithKline Consumer Healthcare, Standard Chartered Bank & Zoomcar. Adarsh has a strong track record in taking businesses from 0-to-1, 1-to-10 & 10-to-100. He has rich experience of building strong revenue moats, profit pools, alliances as well as leading M&As. He has successfully built & led large high performing & engaged cross-functional teams, & has mentored & groomed several industry leaders. He enjoys working across varied categories & business opportunities, & solving the numerous complex problems associated with scaling up businesses to positions of dominance in India. He is passionate about leveraging technology & consumer insights to solve problems for India & Indian customers.