

Hrithik Kedia

Generalist Operator | Founder's Office | Business Builder | Community Builder

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Profile

I build where the problems are messy and the playbook doesn't exist yet. A generalist operator working at the intersection of strategy and execution, I have spent my career stepping into ambiguous situations, figuring things out quickly, and taking ownership across functions — from GTM and growth to P&L; ownership, partnerships, and special projects.

Strategy is interesting. Execution is where I feel at home.

Experience

Primus Senior Living — Founder's Office → Business Builder → P&L; & City Leadership

Present

The longest and most significant chapter so far — one that kept changing shape as the business did.

- Started by jumping into business development and expansion opportunities across multiple cities
- Learned real estate fundamentals, partnership structures, financial modelling, DCFs and IRRs
- Moved across marketing and growth — referral marketing, influencer campaigns, content, BTL and multi-city initiatives
- Took ownership of a travel category and P&L; for the 50+ demographic; piloted domestic travel experiences with ~20% CM1
- Worked on strategic projects across CX, operations, digital transformation, M&A; and new initiatives
- Built partnerships and alliances with multiple brands; currently continuing in a business / P&L; leadership capacity

Hevo Data — Strategy & Execution | BizOps

Before Primus

- Owned GTM and new initiatives across community and event-led growth
- Built strategic partnerships and customer stories that contributed to pipeline and brand visibility
- Worked across teams instead of staying inside one function

Inferless — Founder's Office | Founding Team

The generalist bootcamp

- Worked across business operations, finance, sales, marketing, people ops, customer success and compliance
- Experienced the realities of a startup navigating pivots and the search for product-market fit

PwC — Associate | Digital Assurance & Transparency

Where it started

- Learned that I wasn't looking for a bigger title or a clearer ladder — I wanted to understand how businesses were actually built
- Left the predictable path to join a startup in Bengaluru

How I Operate

Businesses & P&Ls; — Evaluating new markets, owning categories and thinking about unit economics.

Zero-to-One & Special Projects — The projects with the least clarity are often the most fun.

Growth & GTM — Community, events, partnerships, marketing and new initiatives — always with an eye on the business outcome.

Partnerships & Ecosystems — Bringing the right people and organisations together to create leverage.

Operations & Systems — Fixing the unglamorous processes behind every exciting business.

Connecting the Dots — Seeing how different parts of a business connect — my biggest strength.

Community

Founder's Office Club (FOC) — Co-building a community for Founder's Office professionals, Chiefs of Staff, EIRs, Office-of-CxO operators, founders and aspiring generalists to share frameworks, experiences and real-world lessons.

Linktree: linktr.ee/foc_community

Operating Philosophy

- Context before conclusions — the answer usually changes when you understand the full picture.
- Ownership beats job descriptions — if something important needs doing, the org chart can wait.
- Strategy without execution is just a nice document — ideas only become valuable when someone is willing to get their hands dirty.
- Build people and communities along the way — the most meaningful work compounds when it helps other people grow too.

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