ABOUT



Ajith R Krishnan

Performance marketer. Founder and CEO of Expitech, Kochi.

$10M+	10+ years	1,000+
ad spend managed	in digital marketing	digital marketers trained

I'm a performance marketer from Kochi, Kerala. I have managed more than $10M in ad spend across Meta, Google and TikTok for businesses in the US, the UK, the EU, the GCC and India, and I have trained more than 1,000 digital marketers. I run Expitech, the company I founded in October 2025.

What I believe

Most ad budgets fail for a simple reason: the ad, the landing page and the follow-up are built by different people and never work as one. I build them as one system. The ad finds the right buyer, the page makes one clear offer, and every lead lands in a CRM where it gets a fast answer, from a person, an AI agent or a WhatsApp workflow.

I judge every campaign on the revenue it brings in, not on clicks, reach or reports.

> **Ads should produce revenue, not reports.**

How I got here

I trained as an electronics engineer at GISAT Engineering College, Kottayam, then took an MBA in HR and Marketing at Bharathiar University. The engineer in me shows in how I work: systems first, then creative.

My career runs from a digital marketing internship to leading marketing teams. I was a Digital Marketing Executive at Zhooyi Media Works, then Digital Marketing Manager at Passio Advertising and at Lascade LLP, where I ran paid media across more than 50 countries. As Performance Marketing Manager at Inmakes Infotech I introduced a CRM and played a key part in the company's 200% growth. I was Head of Marketing at Knovista Technologies before founding Expitech.

Expitech

Expitech works with founder-led companies of under 100 people in the US, the UK, the EU, the GCC and India, in education, healthcare, retail, premium services, automotive and B2B. Our in-house team builds the landing pages, automations and AI agents behind the ads, so a client gets the whole system from one place. I also train marketers: what began as weekend classes for the juniors at my agency has now trained more than 1,000 people.

Selected results

₹10 crore
in vehicle sales in one Onam month for a dealership chain with 20 showrooms, on ₹5 lakhs of ads

44.7x
return on ad spend for a niche edtech brand in Tamil Nadu: ₹38 lakhs in revenue from ₹84,978

28x
return on ad spend for a boutique resort brand in Kerala as it grew from one property to four

1.47 lakh
customer chats in 8 months across 382 campaigns for an electronics retail chain in Kerala

551
conversions in 37 days at ₹25.20 each for a study-abroad consultancy, all within 30 km of its office

$0.34
per buyer chat in the UAE for an electronics retailer, with 1,800+ chats across Qatar and the UAE

WhatsApp	+91 62823 47689
Email	ajithdigitalmarketing@gmail.com
LinkedIn	linkedin.com/in/ajith-r-krishnan
Website	ajithrkrishnan.com