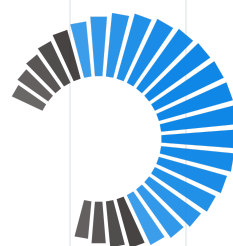


Narrow. Prove. Expand.



**Senior marketing and
commercial leadership,
available by engagement.**

For technology, fintech and HR technology businesses
growing across Asia-Pacific.

- 01 Go-to-Market & Commercial Strategy
- 02 Brand Transformation & Reputation
- 03 Marketing Function & Performance
- 04 Platforms, Partnerships & Executive Presence

ABOUT US

A marketing and commercial strategy consultancy.

Niche Consulting is a Singapore-based consultancy that helps technology, fintech and HR technology businesses grow across Asia-Pacific and the Middle East. Established in 2024 as Niche Mktg, the business was incorporated as NicheConsulting Pte. Ltd. in 2026 to serve a growing client base and to build a dedicated team.

We work with founders, chief executives and leadership teams at moments of decision: launching a product, entering a new market, repositioning a brand, or building a marketing function that can be measured against revenue.

15+

Years of marketing leadership in technology and financial services

20 → 40%

Marketing's contribution to revenue for a listed financial group

5×

Growth in lead generation within one year for a B2B SaaS client

10+

Markets across Asia-Pacific and the Middle East

Grand Prix

WARC × Cannes Lions, B2B, 2023

Gold

Effie Awards, 2024

OUR APPROACH

Narrow.

Define clearly whom the offer is for, and whom it is not for.

Prove.

Test it where the results will be clear and measurable.

Expand.

Scale only what has demonstrated results.

Four areas in which we advise.

The four areas are closely connected; work in one area often extends into another.

01

Go-to-Market & Commercial Strategy

"We are launching something new. Whom should we sell it to, in which markets, and at what price?"

Go-to-market strategy

Which segments and markets to prioritise, through which channels and with what proposition, turned into one launch plan for sales, product and marketing.

Market entry

Selecting the right market, adapting the proposition, finding the partners who open doors, and agreeing first-year measures of success.

Commercial strategy and pricing

Where a new product or tier should sit in the portfolio, based on segment economics, cost to serve, willingness to pay and cannibalisation risk.

Positioning and messaging

A clear statement of whom the offer serves and why it wins, developed into the messaging and proof points the commercial team uses.

IN PRACTICE

Rewardz expansion into Malaysia and the GCC · Great Place To Work commercial strategy across ASEAN, Australia and New Zealand · IFS Capital go-to-market across five Asian markets

02

Brand Transformation & Reputation

"Our business has evolved, but the market still sees us as we used to be."

Brand repositioning

Changing how the market sees a business while keeping the trust it has earned, such as repositioning a traditional lender as a technology-led group.

Public relations and executive visibility

Establishing media relations where none exists, with agency, spokespeople and editorial calendar, and building the leadership team's profile.

Brand architecture and group narrative

How several brands, entities or acquisitions relate, what the group stands for, and one narrative that holds across every market.

Investor narrative and recognition

The corporate story for listings, anniversaries, fund launches and value-unlock milestones, with an awards programme chosen for credibility.

IN PRACTICE

Full group rebrand and brand architecture for IFS Capital · PR function and 25+ tier-one placements for its leadership · Glassdoor brand integration across APAC, in an earlier role at Indeed

03

Marketing Function & Performance

"We invest in marketing, but cannot see clearly what it returns, or we do not yet have the team to deliver it."

Building the marketing function

Remit, structure and first hires, a working rhythm with sales and product, and direct leadership until the team can run it independently.

Measurement, marketing technology and AI

CRM and automation, measurement from spend through to revenue, reporting the board can act upon, and AI introduced into daily work.

Demand generation and performance

Paid, owned and earned channels and account-based programmes, measured against cost per lead, pipeline and revenue, including in regulated categories.

Content, agency and budget management

Content strategy, agency selection and management across creative, media, PR and digital, and the split of budget between brand and performance.

IN PRACTICE

Lead generation up 5× in one year at Rewardz and 3× at IFS Capital · marketing's share of revenue at IFS Capital raised from 20% to 40% in two years

04

Platforms, Partnerships & Executive Presence

"Our customers make their decisions in forums where we are not yet present."

Signature platforms

Flagship forums, research series and executive programmes the business owns, designed to become a reference point in its category.

Executive roundtables

Private forums for senior decision-makers, built around a clear point of view and designed to deepen relationships with priority accounts.

Industry presence strategy

Which conferences, festivals and awards merit investment, what to say there, and how participation is followed up into the pipeline.

Institutional and ecosystem partnerships

Programmes developed with government agencies, industry associations, banks and channel partners, founded on shared objectives.

IN PRACTICE

Singapore FinTech Festival presence and 20+ executive roundtables for IFS Capital · flagship forums for 1,500+ C-suite leaders in earlier leadership roles. Production and on-site delivery are managed with specialist partners.

Leadership workshops, coaching and advisory sessions are available alongside all four areas.

CASE STUDY 01 / 03

IFS Capital Group

**CLIENT**

SGX-listed financial group,
part of PhillipCapital Group

ENGAGEMENT

Embedded leadership as
Group Chief Marketing Officer

MARKETS

Singapore, Malaysia,
Indonesia, Thailand, Hong Kong

PERIOD

2024 to present

3x

Growth in lead generation

20→40%

Marketing's contribution to revenue,
within two years

25+

Tier-one media placements for group
leadership

THE CHALLENGE

A lender with almost four decades of history had become a technology-led financial group across five markets. The market still saw a traditional lender, and there was no central marketing function.

WHAT WE DID

- 01** Built the group marketing team and operating model, working directly with the Group CEO.
- 02** Led a full group rebrand, with brand architecture and group narrative.
- 03** Built a lead engine reported from marketing spend through to revenue.
- 04** Established PR, executive visibility and Singapore FinTech Festival presence.

CASE STUDY 02 / 03

Rewardz


CLIENT

B2B SaaS, employee engagement

ENGAGEMENT

Embedded leadership as Head of Marketing

MARKETS

Singapore, Malaysia, GCC

PERIOD

2024 to present

+30%

Growth in brand reach

5x

Growth in lead generation within one year

3

Markets: Singapore, Malaysia and the GCC

THE CHALLENGE

A Singapore-founded SaaS platform expanding into Malaysia and the GCC, needing a marketing engine for markets where it was not yet known.

The work continues under a new contract with NicheConsulting Pte. Ltd.

WHAT WE DID

Led the go-to-market for expansion into Malaysia and the GCC (Dubai).

Built the lead-generation engine, measured against pipeline.

Developed the content strategy, positioning and sales enablement.

Managed the marketing budget across brand and demand.

CASE STUDY 03 / 03

Great Place To Work


CLIENT

Workplace-culture certification

ENGAGEMENT

Defined project in commercial strategy

MARKETS

ASEAN, Australia, New Zealand

PERIOD

2026

8

Markets across ASEAN, Australia and New Zealand

2027

Recommendations being rolled out across the region

3

Workstreams: economics, product pathway, packaging

THE CHALLENGE

Deciding whether to introduce a new product tier, and turning the consulting offer into defined packages the sales team could qualify, price and sell.

WHAT WE DID

Built a unit-economics and cost-to-serve baseline by segment.

Recommended the product pathway and customer routing rule.

Designed outcome-led packages with scope, pricing and margins.

Delivered recommendations now moving into 2027 roll-out.

Who we have worked with.

ONGOING  IFS Capital Limited Embedded Group CMO, rebrand and lead generation	2026  Commercial strategy, ASEAN and ANZ	ONGOING  Marketing and go-to-market advisory	CONTRACT RECEIVED  Expansion into Malaysia and the GCC
OTHER CLIENTS PAST, VIA NICHE MKTG LEADERSHIP EXPERIENCE FEATURED IN	Spirited.sg: B2C event and social media campaign planning. UniComm Marketing: B2B strategy and proposal development. Niche Mktg is the sole proprietorship from which NicheConsulting Pte. Ltd. was formed. Senior marketing roles at LinkedIn, Indeed (incl. Glassdoor), PropertyGuru, Wipro, Infosys and RELX . The Drum awards jury · Festival of Marketing, Asia · SUTD guest lecturer · Harvard Business Review Advisory Council		

How to engage us.

Every engagement is led at senior level, with strategy, content, creative and digital expertise as each requires.

Diagnostic	Three weeks on one priority question, ending in a recommended plan.
Embedded leadership	A senior marketing leader within your team, days agreed each month.
Defined project	A scoped piece of work with agreed deliverables and measures of success.
Advisory retainer	Ongoing counsel for owners and leadership teams on significant decisions.
Workshops and coaching	Leadership sessions, team workshops and individual coaching.
Transparent ways of working. Shared documents and regular progress notes.	Agreed measures of success. Defined before each engagement begins. Lasting capability. Templates, models and dashboards stay with you.

We would welcome a conversation about your priorities.

An initial thirty-minute discussion, without obligation. If we are not best placed to help, we will recommend someone who is.

GETTING STARTED: THE THREE-WEEK DIAGNOSTIC

01

Discovery

Leadership interviews and a review of data, plans and marketing spend.

02

Analysis

Market, customer and performance analysis against the agreed question.

03

Recommendation

A prioritised plan with measures, presented to the leadership team.

CONTACT

Nishita Lalvani

EMAIL

nishita@nicheconsulting.sg

LINKEDIN

[linkedin.com/company/nicheconsulting-apac](https://www.linkedin.com/company/nicheconsulting-apac)

PHONE

+65 9271 5821

WEBSITE

[nicheconsulting.sg](https://www.nicheconsulting.sg)

REGISTERED OFFICE

68 Circular Road, #02-01
Singapore 049422



SCAN TO VISIT