

Amit Jain

AI Enabled Founder and Fractional Leadership

Strategy, operations, marketing and hands-on digital execution

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Professional profile

My work connects culture, commerce, content and intelligence through practical business systems. Experience since 1996 spans pharmaceuticals, herbal products, nutraceuticals, sports goods, cosmetics, perfumes, real estate, finance, insurance, media and international trade. Engagements include consulting, retainer, commission and profit-sharing structures, with cross-functional responsibility.

I am available for fractional CEO, COO, CMO and wider CXO engagements, alongside consulting and senior management opportunities. Offered support includes management and administration, operational routines, project and vendor coordination, documentation and ongoing delivery, within an agreed scope. I am open to relocation, with visa sponsorship required for international employment.

AI enabled in practice

I use ChatGPT, Claude and Gemini as working tools for research, content development, website development and business workflows. My approach combines AI-assisted drafting and iteration with human review, structured information and practical implementation. Google AI Essentials complements this applied experience.

My digital work includes information architecture, content systems, websites, e-commerce and research tools. I apply Data Point Intelligence Architecture (DPIA), my approach to organising data points and knowledge into addressable, reusable content and tools.

Family mentorship and professional networks

My work is informed by my father's 60+ years of experience and by our shared professional connections globally. I draw on that family mentorship and relationship network alongside my own career.

A 50 property portfolio

I have built and developed an AI-enabled estate across music, business, computing, learning, real estate and commerce. Portfolio scope as of October 2026: 50 registered properties comprising 31 recovered existing sites, 17 new proposals and 2 managed external link hubs. Existing-site source material has been recovered; production identity and live functions are being validated. Proposed properties remain in development.

Current work includes AI-assisted website concierge experiences designed to help visitors explore relevant content and ask questions. Cloudflare Pages, Workers AI and Resend integrations are being validated; availability, site-specific answers and functionality vary by property.

Philojain Music Muse

Founder of the Philojain music label, established in 2019, now presented as Philojain Music Muse. The catalogue comprises 7,500+ tracks, with 456 distinct releases in the historical catalogue count. Tracks and releases are separate measures. My work covers creative production, catalogue organisation, digital distribution and owned audience channels. label.postprogmatal.rocks is a fresh site in the current development programme.

Career history

Management and commercial delivery since 1996

Manager | All Frontier Global

Panchkula, India | Aug 2021 - Present

- Launch and manage cosmetics and perfume brands, covering sourcing, procurement, design, advertising, exhibitions, sales, distribution and exports on a profit-sharing basis.
- Co-lead an asset-light, commission-based India-EU trade facilitation practice, including trade intelligence, business brokerage, partner screening and market-entry support.
- Design and build digital properties and structured knowledge tools; apply AI-assisted research, content production and website development to business delivery.

Manager | Radicura Pharmaceuticals Pvt Ltd

Delhi, India | Apr 2021 - Dec 2024

- Consulted on sales and marketing strategy, commercial planning and sales execution on a retainer-plus-commission basis.

Manager | Radicura Enterprises

Gurugram, India | Jun 2015 - Mar 2021

- Launched nutraceutical and sports goods brands from sourcing and procurement through design, advertising, sales, distribution and export on a profit-sharing basis.
- Managed exhibitions, touring and Amazon global selling.

Manager | Hobo Sapience

Faridabad, India | Apr 2003 - May 2015

- Delivered digital marketing and touring campaigns across real estate, finance and insurance on a retainer-plus-commission basis.
- Coordinated joint ventures, international liaison and exhibitions.

Director's Assistant | Bollywood

Mumbai, India | Aug 2001 - Jan 2002

- Supported script coordination, scheduling, location logistics, office administration, field interviews and production research.

Manager | Power2Youth

Delhi, India | Apr 2000 - Nov 2001

- Led the creative department of a dot-com venture, managing writers and designers; wrote and edited original features.

Manager | Radicura Medichem

Delhi, India | Dec 1997 - Feb 2000

- Launched pharmaceutical and herbal product brands from sourcing and procurement through design, advertising, exhibitions, sales, distribution and export.

Internships, freelance and consultancy | Family businesses

Early career | 1996 - 1997

- Supported family businesses through internships, freelance assignments and consultancy after completing school in 1996.

Offered engagement scope

In addition to defined projects, I am available for ongoing management and administrative support. Depending on the agreed brief, this can include priority tracking, meeting and action follow-up, documentation, operating routines, project coordination, vendor liaison and regular progress reporting. Fractional leadership engagements need explicit decision rights, responsibilities and review points. Specialist, regulatory and technical work should be assigned to qualified providers where required.

Qualifications and capabilities

Learning applied to business delivery

Education and training

Postgraduate Diploma in Global Digital Marketing, with Merit | University of Essex, UK | Jan 2023 - Dec 2024; conferred 5 Dec 2024.

Postgraduate Diplomas in Corporate Communication, Public Relations, Entrepreneurship and Corporate Counselling | NIPPS, India | 2024; 12 months each.

Postgraduate Diplomas in Education and Teaching, and Montessori Teacher Training | Asian College of Teachers, Thailand | 2023.

NHCA, Singapore: Master Class in School Child and Parent Counselling (2023); Diploma in Food Nutrition and Dietetics Management; Award of Coach, Certified Health and Wellness Coach (2022 - 2023).

TEFL/TESOL Certificate | 2022. Certificate in Information Technology | NIIT, India | 2004 - 2005.

BEd Primary School Teaching studies | University of Auckland, New Zealand | 2002 - 2003; incomplete.

12th Grade Commerce | The Lawrence School, India | 1996. Earlier schooling: Delhi Public School, India, through 1989.

Professional certificates

Google: Digital Marketing and E-commerce; Business Intelligence; Project Management; UX Design; IT Support; AI Essentials. Meta: Social Media Marketing. Udacity: Digital Marketing Nanodegree (Dec 2024).

Additional study: Mini-MBA programmes in business administration, project management, strategic management, innovation management, global governance, financial management, leadership and information technology; University of Michigan, Leading Educational Innovation and Improvement; Reuters International, Digital Journalism; Amnesty International, Human Rights and Child Rights.

Brand strategy and teaching

Author and instructor of the Brand Strategy and Global Marketing Masterclass, covering nine areas: brand foundations; strategic development and research; brand execution; e-commerce; cross-border expansion; sourcing and supply chain; startup and agency practice; professional skills and leadership; and knowledge architecture.

Occasional coaching and published resources

I provide occasional business coaching at Digital Mania, Panchkula, supporting marketing and business-studies students. Alongside this, I publish practical resources that connect business frameworks with hands-on decision making.

My published work includes a brand-audit checklist covering positioning, identity, messaging, channels and measurement, and a one-page strategy-brief builder based on the Strategic Choice Cascade. These resources translate established frameworks into structured questions and practical planning exercises.

Brand audit checklist: purposed.allfrontierglobal.com/craft/how-to-run-a-brand-audit/
One page strategy brief: purposed.allfrontierglobal.com/craft/a-one-page-strategy-brief/

Commercial and technical capabilities

Brand positioning and launch planning; market research; sales and distribution; sourcing and procurement; international liaison; trade fairs; business brokerage; partner screening; project coordination; corporate communication; digital marketing; SEO, SEM and social media; paid advertising; e-commerce and Amazon global selling.

ChatGPT, Claude, Gemini; WordPress, WooCommerce, Shopify, Wix; HTML/CSS and flat-file PHP; hosting and DNS; Google Ads, YouTube Ads, Meta Ads Manager, Google Analytics; HubSpot, Salesforce, MailChimp, Asana, Canva; Google Workspace, Microsoft Office and Apple iWork.

Languages

English, Hindi and Punjabi: fluent. IELTS Academic, September 2025: overall 7.5 (CEFR C1); Listening 8.0, Reading 8.0, Writing 6.5, Speaking 8.0.

Digital portfolio roster

Properties 1 to 13 of 50

Portfolio scope as of October 2026: 50 registered properties comprising 31 recovered existing sites, 17 new proposals and 2 managed external link hubs. Existing-site source material has been recovered; production identity and live functions are being validated. Proposed properties remain in development.

01. AFG AI | Recovered existing site

<https://afgai.allfrontierglobal.com>

Scope: Plain-language AI guides covering basics, prompting, tools, work, writing, building, images and media.

02. AFG Anime | Recovered existing site

<https://afganime.allfrontierglobal.com>

Scope: Plain-language anime and manga guides, including genres, reading and viewing.

03. AFG Automation | New proposal

<https://automation.allfrontierglobal.com>

Scope: Workflow/AI automation advisory and documented examples, if actual delivery scope is confirmed.

04. AFG Business | Recovered existing site

<https://afgbusiness.allfrontierglobal.com>

Scope: Guides for starting and growing a business, from marketing and operations to selling online and import.

05. AFG Careers | Recovered existing site

<https://afgcareers.allfrontierglobal.com>

Scope: Guides on roles, skills, job search, CVs, interviews, salaries and workplace growth.

06. AFG Commerce | New proposal

<https://commerce.allfrontierglobal.com>

Scope: E-commerce, storefront and online-selling workflows, if actual service scope is confirmed.

07. AFG Community | New proposal

<https://community.allfrontierglobal.com>

Scope: Participation entry point for supported communities if an operating service is approved.

08. AFG Compare | Recovered existing site

<https://afgcompare.allfrontierglobal.com>

Scope: Balanced X-versus-Y comparisons across technology, money, lifestyle, work, food, travel and health.

09. AFG Consultancy | New proposal

<https://consultancy.allfrontierglobal.com>

Scope: Business consultancy/advisory for founders, SMEs or hiring teams, if service scope is confirmed.

10. AFG Guides | Recovered existing site

<https://afgguides.allfrontierglobal.com>

Scope: Travel guides for timing, itineraries, destinations, visas, costs and trip planning.

11. AFG Language | Recovered existing site

<https://afglanguage.allfrontierglobal.com>

Scope: Plain-language language-learning guides for phrases, grammar, vocabulary and pronunciation.

12. AFG Launch | New proposal

<https://launch.allfrontierglobal.com>

Scope: Business/product launch planning and go-to-market checklists or advisory, subject to scope confirmation.

13. AFG Learn | Recovered existing site

<https://afglearn.allfrontierglobal.com>

Scope: Plain-language explainers spanning science, maths, business, technology, language, history, health and study.

Digital portfolio roster

Properties 14 to 26 of 50

Status reflects the October 2026 portfolio register. New proposals remain part of the development pipeline.

14. AFG Marketing | New proposal

<https://marketing.allfrontierglobal.com>

Scope: Digital-marketing services and evidence-backed case studies, if actual service scope is confirmed.

15. AFG Money | Recovered existing site

<https://afgmoney.allfrontierglobal.com>

Scope: Plain-language guidance on saving, borrowing, investing, tax, insurance and the economy.

16. AFG Music | Recovered existing site

<https://afgmusic.allfrontierglobal.com>

Scope: Guides for understanding and making music, including gear, technique, theory and recording.

17. AFG Nomad | Recovered existing site

<https://afgnomad.allfrontierglobal.com>

Scope: India-first remote-work-abroad guidance about permits, tax residency, costs, work hours and daily life.

18. AFG Partnerships | New proposal

<https://partnerships.allfrontierglobal.com>

Scope: One host with sections for collaboration, liaison and joint-venture facilitation, domestic and international.

19. AFG Research | New proposal

<https://research.allfrontierglobal.com>

Scope: Federated index of confirmed research/knowledge destinations without copying corpora.

20. AFG Resources | New proposal

<https://resources.allfrontierglobal.com>

Scope: Curated links to existing guides, downloads and reference collections.

21. AFG SaaS | Recovered existing site

<https://afgsaas.allfrontierglobal.com>

Scope: Guides to software-as-a-service pricing, selection checks, category maps and renewals.

22. AFG Showcase | New proposal

<https://showcase.allfrontierglobal.com>

Scope: Curated, evidence-backed projects and work samples.

23. AFG Sourcing | New proposal

<https://sourcing.allfrontierglobal.com>

Scope: Supplier/product sourcing support or sourcing advisory, with exact scope to be confirmed.

24. AFG Taste | Recovered existing site

<https://afgtaste.allfrontierglobal.com>

Scope: Guides to coffee, tea, chocolate, cheese, tasting, pairing, brewing and origins.

25. AFG Tools | New proposal

<https://tools.allfrontierglobal.com>

Scope: Proposed index linking to existing tools and original services.

26. AFG Trade | Recovered existing site

<https://afgtrade.allfrontierglobal.com>

Scope: Practical guidance for taking a product or service into a market, including entry, paperwork and delivery.

Digital portfolio roster

Properties 27 to 38 of 50

Status reflects the October 2026 portfolio register. New proposals remain part of the development pipeline.

27. AFG Wellness | Recovered existing site

<https://afgwellness.allfrontierglobal.com>

Scope: Plain-language explainers on nutrition, food, healthy habits, weight and everyday wellbeing.

28. AFG Write | Recovered existing site

<https://afgwrite.allfrontierglobal.com>

Scope: Writing guidance on argument, thesis structure and source verification.

29. AJ India | Recovered existing site

<https://ajindia.allfrontierglobal.com>

Scope: Amit Jain's Panchkula health, child-development and small-business coaching desk, with AI-powered answers.

30. All Frontier Global | Recovered existing site

<https://allfrontierglobal.com>

Scope: Open business and technology knowledge, with a concept library, guides, portfolios and tools.

31. DeployCloud | Recovered existing site

<https://deploycloud.allfrontierglobal.com>

Scope: Turns an app description into a deployment blueprint and build guidance.

32. Hobo Finance | New proposal

<https://finance.hobosapience.com>

Scope: Hobo financial education/planning information if scope is confirmed.

33. Hobo Insurance | New proposal

<https://insurance.hobosapience.com>

Scope: Hobo insurance education/planning information if scope is confirmed.

34. Hobo Sapience | Recovered existing site

<https://hobosapience.com>

Scope: Property research, decision tools and human facilitation, with regional and NRI workflows.

35. intent.purposed.in | Recovered existing site

<https://intent.purposed.in>

Scope: Editorial concepts and document library.

36. label.postprogmatal.rocks | Recovered existing site

<https://label.postprogmatal.rocks>

Scope: Independent music label offering artist sign-up, releases and career tools.

37. Live Vibe Coding | Recovered existing site

<https://purposed.in>

Scope: A plain-language studio that generates and edits deployable pages or apps.

38. Merchcomp | Managed external shop

<https://merchcomp.com>

Scope: Merchandise storefront with its own shopping, help, returns and policy navigation.

Digital portfolio roster

Properties 39 to 50 of 50

Status reflects the October 2026 portfolio register. New proposals remain part of the development pipeline.

39. MusicMuse | Recovered existing site

<https://musicmuse.allfrontierglobal.com>

Scope: Music creation guidance for forging guitar tones and combining genres.

40. One | New proposal

<https://one.uuka.org>

Scope: Planned One destination for its knowledge-to-creation flow; scope remains in the working roadmap.

41. Philojain Music Muse Artist Enlistment | Recovered existing site

<https://label.philojain.com>

Scope: Artist sign-up, FAQ, AI-music policy and concierge flow for the Philojain Music Muse label.

42. Post-Prog-Metal | Recovered existing site

<https://postprogmatal.rocks>

Scope: Music discovery/catalogue for post/prog rock, metal, djent and adjacent styles.

43. purposed | Recovered existing site

<https://purposed.allfrontierglobal.com>

Scope: Professional portfolio for brand, marketing, trade, education and applied AI work.

44. Purposed Academy | New proposal

<https://academy.purposed.in>

Scope: Structured learning, courses or workshops connected to the Purposed profile/learning work.

45. purposed2 | Recovered existing site

<https://purposed2.allfrontierglobal.com>

Scope: Professional profile presented as four engines: culture, commerce, content and intelligence.

46. StudyOptions | Recovered existing site

<https://studyoptions.allfrontierglobal.com>

Scope: Maps a topic into study forms such as poems, essays, theses, research scaffolds and study sets.

47. Travelogue | Recovered existing site

<https://travelogue.allfrontierglobal.com>

Scope: A hand-kept guide to countries, territories, cities and notable places.

48. uuka | Recovered existing site

<https://uuka.org>

Scope: Conversational AI shopping assistant that shortlists options from a need and budget.

49. Uuka Support | New proposal

<https://support.uuka.org>

Scope: Uuka user help, policies and issue escalation for the shopping-assistant product.

50. Philojain | Managed external shop

<https://philojain.com>

Scope: Fourthwall-hosted music merchandise storefront.