

Micro-Influencer Campaign | Kiranbir Sodhia

From Internal Influence to Executive Authority



Who is Kiranbir Sodhia?

Kiranbir Sodhia is a veteran of several FAANG companies, and throughout his tenure has worked with both exceptional and ineffective leaders. His core expertise lies in software development, but he has found that his true passion is in transforming struggling teams into exceptional teams. He addresses issues such as attrition, project setbacks, and low morale with an approach that centers on fixing cultural problems, nurturing talent, developing leaders, and creating strategic plans for self-sufficiency.

Kiranbir has been fixing struggling work teams in top technology enterprises since 2015, when he was asked to lead a team where the former manager had passed away. He has a proven track record of transforming teams into thriving organizations and developing leaders through the challenges. At one of the Tech Titans, he revitalized two organizations and achieved consistently top workgroup health scores from 2017 to 2022. Similarly, at another, he turned around two organizations and successfully mentored leaders for his succession in both roles.

Some industry professionals and consultants believe leaders should focus on their team, while others encourage a focus on the business. Kiran Sodhia looks at the teams, their internal organizations, and the company as a whole—and is convinced that all three need to be prioritized.

He recognizes that in the good times management is one of the easiest jobs, BUT in hard times it can be the most challenging job in the world. So challenging that many managers choose to return to the role of an individual team contributor.

The mark of his success in transforming struggling teams to thriving ones is that many he has left behind are still operating under the same leadership team he built.

His ultimate goal in his work is to empower teams to thrive independently, allowing him to move on and tackle new organizational challenges.

Industry:

Enterprise Technology & Organizational Leadership



The Challenge

Before launching his strategic **Anti-PR**® campaign with JOTO PR Disruptors™, Kiranbir Sodhia faced several key challenges:

- **Influence Trapped Internally:** His impact was undeniable—but only inside the companies he touched.
- **Bandwidth vs. Platform:** He needed high-return visibility without burning hours on self-promotion.
- **Scaling Credibility:** Kiranbir Sodhia aimed to consult at a higher level and speak on global stages but lacked external proof points.

These issues required a clear repositioning of his narrative and public image to align with his long-term goals and emerging executive brand.



The Opportunity

JOTO PR Disruptors didn't just step in; we flipped the narrative:



Build Executive Credibility:

Position him as a go-to advisor on building scalable, strong teams within organizations, "especially in tech."



Test Platform Resonance:

Share his philosophies and methodologies through strategic media placements to create audience interest and value.



Target the Right Circles:

Reach more VP-level leadership, management consultants, and decision-makers across industries.

Anti-PR Results: Authority Engineered.

We didn't chase visibility. We flipped the narrative and made the media work for us.

Media Coverage: 16 placements from July to November 2024. Each one handpicked.

Quality of Coverage:

- 50% Tier III media niche and specialized publications
- 50% High-Tier
- Advertising Value Equivalent is \$1,851,672
- Potential audience reach was 519,798,641
- Strong SEO value through implied links and brand mentions

Messaging Outcomes

Positioned as a thought leader on building high-performance organizations.

Summary

In five months, JOTO PR Disruptors™ repositioned Kiranbir Sodhia as a top-tier executive authority—elevating his visibility, reshaping his public narrative, and opening doors to high-level speaking, consulting, and leadership opportunities. We do this because Kiranbir's work builds healthier, stronger organizations that empower people to succeed—and leaders like him deserve to be heard on the largest stages.

www.kiranbir.com

From the Client



I've noticed more online presence when you search for my name, which has been great. And I've had some excellent interview opportunities—The Blind Ambition was my favorite... got great feedback on it. I've also had a good working relationship with the [JOTO PR team]."

— Kiranbir Sodhia