

# AMARTYA GHOSH

MALE, 28 (DOB: 9 JUNE 1985)



## EDUCATION

Year	Degree	Institute	CGPA/%	Achievements
2011	PGDM (Marketing and Strategy)	IIM Lucknow	5.41/10	<b>CRISIL Young Thought Leader</b>
2007	B.E. (Instrumentation and Control)	Netaji Subhas Institute of Tech. (D.U.)	69.33%	<b>AIR 383</b> in CEE 2003

## PROFESSIONAL EXPERIENCE

48 MONTHS

Ericsson India Global Services		Business Analyst (Demand Generation, Sales and Strategy)	Apr 2011 – till date
Overview	<ul style="list-style-type: none"><li>Direct demand generation and lead nurturing in <b>South East Asia Oceania and North Asia regions</b></li><li>Develop and Implement business plans and sales strategies for penetrating new accounts, nurture existing accounts</li></ul>		
Results & Achievements	<ul style="list-style-type: none"><li><b>Achieved ~60% of the Annual Targets</b> set for Asia Pacific region during 2012</li><li>Analyzed regional data to devise <b>Go To Market and penetration strategies</b> for IP Core, Media &amp; Apps verticals</li><li>Handpicked by Leadership Team to prepare <b>CSI Sales Brochure</b> to enhance visibility across 10 regions</li><li><b>Bid Manager:</b> Won INR 4 million worth bid for Ericsson <b>Market Intelligence Traffic Portal Development</b></li><li>Estimated and Analyzed subscriber numbers for Data Card and Mobile Internet markets in Asia-Oceania</li><li>Collaborated with Ericsson Market Analysts to initiate Global Network Traffic Usage Tracker</li><li><b>100+ hours of Market Estimation</b> Research and Forecast Queries presented to <b>Axiata Dialog Sri Lanka</b> team</li></ul>		
Initiatives	<ul style="list-style-type: none"><li>Prepared case study on <b>Push-Pull strategy</b> to improve visibility and sales of IT MS Line of Business in GSC India</li><li>Formulated new KPI and Ratios to assess the regional <b>Sales Force Effectiveness</b></li></ul>		

Evalueserve		Senior Business Analyst (Telecom Vertical)	2007-2009
Overview	<ul style="list-style-type: none"><li><b>Market and Competitor Intelligence</b> in Broadband, Mobile, Voice, ICT for U.K Telecom Conglomerate</li><li>Experienced in business proposal preparation with coordination with Project Initiation, Invoice and Legal teams</li><li>Extensively worked on market newsletters, <b>1000+ rapid research enquiries</b> on UK and Global ICT markets</li></ul>		
Project Management	<ul style="list-style-type: none"><li>Single-handedly set up 4 projects (<b>~INR 0.2 million</b>) for tracking Non-Geographic Numbers and Mobile Pricing</li><li>Managed the initial phase of automating 3 projects which <b>reduced</b> average project hours <b>by 33%</b> on a daily basis</li></ul>		
Research Projects	<ul style="list-style-type: none"><li><b>Sales and Marketing profiles</b> of market players in the UK SME Retail Broadband, Business Voice and Mobile</li><li>Initiated "Event Analysis" document on Virgin Media 50Mbps Broadband launch in 2008</li><li>Analyzed data from OfCom Annual Report to assess new business opportunities in Voice Market</li><li><b>UK and EU Wholesale Market</b> Newsletter and Analysis Project for Wholesale CEO and senior management team</li><li>Competitor Profiles on IBM, Accenture, Atos Origin related to <b>Global System Integration Market</b></li></ul>		
Achievements	<ul style="list-style-type: none"><li><b>Promoted</b> to the position of Senior Business Analyst <b>within 18 months</b></li><li><b>Client recognition</b> through Analyst of the Month (<b>among 40 FTEs</b>) for the months Jan 2008 and Feb 2009</li><li>Nominated by Senior Management and Client for the <b>Best Telecom Industry Knowledge Award</b></li></ul>		

## MBA SUMMER INTERNSHIP

SingTel		SingTel Global Offices, Singapore	Apr – Jun 2010
<ul style="list-style-type: none"><li><b>Pre Placement Interview (PPI)</b> offered for the position of Telco Strategy Manager within 1 month of completing Internship</li><li>Conducted market and competitor intelligence in <b>VPN/IPLC</b> markets in India and Japan</li><li>Helped India Country Head and Sales Team to <b>prioritize industry verticals</b> to target in the coming months</li><li>Developed 3-point <b>Customer Acquisition Strategy</b> (Pricing, Post-Sales Support and Service) for the Indian Market</li><li><b>Initiative:</b> Built case study on Alternative Revenue Strategies for broadband in Singapore with the UK market as reference</li></ul>			

## LIVE PROJECTS/WHITEPAPERS

Increasing the awareness of Yardley for Wipro (Index'10)	<ul style="list-style-type: none"><li><b>Deputy Team Lead</b> (22 members) for a project on consumer behaviour towards deodorants</li><li>Recommended IMC campaign with <b>"Boy/Girl Next Door"</b> positioning and price promotions</li></ul>
Market Analysis of Indian Mobile Data Card market	<ul style="list-style-type: none"><li>Identified the extent of impact of each <b>market driver and inhibitor</b> on customer segments</li><li>Identified opportunity for HCL of earning at least <b>8.5% margin</b> on per 3<sup>rd</sup> party user verification</li></ul>
PoS strategy for India retail for Virgin Mobile (Index'09)	<ul style="list-style-type: none"><li>Identified retailers' preference for attractive PoS material for branding of the store</li><li>Independently conducted secondary research and interviews among retail shop owners in Delhi</li></ul>
Digital Media and Viral Marketing Strategy for 10on10	<ul style="list-style-type: none"><li>Developed marketing strategy for digital media to <b>target 1500 customers/month</b> in India, US</li><li>Identified the competitive nature of Indian parents as the crux of the marketing strategy</li></ul>
How Indian Mobile Players Have& Will Change the Rules	<ul style="list-style-type: none"><li>Analyzed Bharti AirTel's M&amp;A activity in the Indian and global Mobile industry</li><li>Identified mobile operators TATA Docomo, Uninor and Aircel to follow the model</li></ul>

## MISCELLANEOUS PROJECTS/ACTIVITIES

- Conducted academic project on Vodafone's proposed entry in Indian Enterprise Data Services Market in 2010
- Winner of **CRISIL Young Thought Leader 2010** and finalist in multiple business competitions representing IIM Lucknow
- Partner in on-campus venture (Tea Kiosk) at IIM Lucknow which attracted **600+ customers** and generated **~INR 4.5 Lakh revenue**