**.**

**ASHISH CHAKRAVARTY**

**Mobile#** +91 9910028792; **E-mail:** [ashishch2k1@gmail.com](mailto:ashishch2k1@gmail.com)

**Career Achievements/Highlights:**

1. Successfully completed the registration of all Mara-Ison Technologies FZ-LLC entities with United Nations Global Market Place for its 26 business entities spread across Africa, Middle East & India & post registration marketing operational support for the same.
2. Successfully expedited all marketing operations including marketing communications, account research papers, social media activities, branding & partner marketing & new partner registrations activities of MARA ISON Technologies Private Limited.
3. Successful coordination for developing different versions of HCL’s in-house products (Hand Held Terminals & Mobile Enrolment Unit targeted to various e-Governance programs of NeGP (National e-Governance Planning) & Banking sector) & their market launching in Indian market within 2 periods of program ideation.
4. Successful coordination for conducting HCL’s co-branded marketing activities with Microsoft on a national level & accrued full amount for all B2B & B2C marketing activities based on mutual planned marketing activity charter of HCL-Microsoft for the year 2011-12.

**Career Overview:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sr. No.** | **Company** | **Responsibility** | **Duration** | **Key Focus Area** |
| **1** | MARA ISON Technologies Private Limited | Partner Marketing & New Partner Registration, Program Management, Social Media Marketing, Branding & support for other Marketing Operations | February’2013 –May’2014 | Partner Marketing & New Partner Registration, Branding & Corporate Communications, Program Management, Social Media, Employee Engagement Activities, Website management, Content writing & proof reading |
| **2** | Ingram Micro India Ltd. | Key Account Management | July'2012 -September’2012 | Maintaining Account relationship with HCL Infosystems Ltd. |
| **3** | HCL Infosystems Ltd. | Product Management & Partner Funding | August’2011 - July’2012 | Product Management for HCL’s Self Service Kiosk solutions + Partner Funding with Microsoft |
| Product Management & Product Marketing | July'2010 - July 2011 | Product Management & Marketing-Hand Held Terminal (SmartBee), Finmate & Mobile Enrollment Unit |
| Evaluation of Partner’s business plans/models & post implementation activities under New Initiatives & Strategic Alliances activities including recommendations for partner products & solutions | August'2008 - July'2010 | Account Research for potential partners & vendors, New Initiatives and Strategic Alliances |

**Educational Credentials:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sr. No.** | **Institute/Board** | **Specialization** | **City** | **Percentage (%)** |
| **1** | Balaji Institute of Telecom & Management | Marketing | Pune | 67.15 |
| **2** | Bundelkhand University | B.C.A. | Jhansi | 74.46 |
| **3** | Intermediate (U.P. Board) | Science(PCM) | Jhansi | 62.80 |
| **4** | High School (U.P. Board) | Science(PCM) | Jhansi | 63.67 |

**Career Overview with MARA ISON Technologies Private Limited**

**G-5A, BPTP Park Centra, Sector 30, Gurgaon- 122001, Haryana**

**Company Profile:** MARA ISON Technologies is a pan- African IT services company, headquartered in Dubai, with presence across 26+ countries in Africa, Middle East & Asia.

**Sr. Executive- Marketing, Function-Marketing/Branding & Program Management for group spread across 26 countries along with support for sister concerns including ISON BPO, Zamil Infra Pvt. Ltd., mVentus, Athenta etc. (February’2013 – May’2014)**

**Major responsibilities included:**

* **Partner Marketing Activities:** Maintaining partner relationships, getting partner approvals for the usage of their logos, partnership type etc. & to maintain & update their details in all corporate communications. Major partners include AVAYA, IBM, Oracle, NetApp, Riverbed, CISCO, Juniper Networks etc.
* **Partner Registration:** Coordination with internal teams including HR, Legal, Finance, Sales etc. for registering MARA ISON with partners in-line with business development teams focus for desired partnership levels. Registrations done as on today are United Nations Global Marketplace, CA Technologies, Inflow Technologies, and Redington. For e.g. Coordinated for end-to-end information collating & compliance with desired UN forms filling with the help of internal teams for registering Mara-Ison Technologies FZ-LLC, the parent company on behalf of whole MARA ISON Group companies spread across 26 countries in 19 different United Nations Agencies & now look after for necessary approvals for upgrading membership in UNGM online portal while helping MARA ISON & sister concerns sales teams to participate in different UN tenders/Expression of Interest/ RFPs etc. Also circulate UNGM tender alerts based on vetting of the circulated documents & coordinate for clarifying sales & other queries from UN authorities based on internal requests.
* **Program management:** To manage & coordinate for employee engagement activities from Ideation, planning, getting approvals, execution & post execution assessment for internal engagement activities. For e.g. To look after new MARA ISON Career Portal development as a part of MARA ISON official website from its blue print design, content writing, necessary approvals, coordination with design, coding & database teams for preparing it for UAT for User Interface.
* **Coordination & implementation for Marketing Operations:** Corporate PPT presentations, **Sales** Pitch making,Content writing & proof reading for website solutions, case studies, internal Win Announcements, E-mailers, corporate communications, brochures/marketing collaterals making etc., getting necessary internal approvals for the same before circulation, coordination for updating all those details in applicable internal/external communications through online(website & social media)/print activities.
* **Managing & supporting employee engagement activities:** Coordination from Ideation, planning, getting approvals, execution & post execution assessment for internal engagement activities. For e.g. MARA ISON Technologies Tagline Contest, Weekly Did You Know campaign & Friday Musings circulations to employees, quarterly circulation of MARA ISON Newsletter.
* **Website Management & Content Updates:** Coordination with MARA ISON’s third party vendor for FTP server details management & to get support for keeping website up on critical occasions.
* **Account Research & Marketing Reports Generation & necessary approvals receiving:**
  + **Account Research:** Research for telecom operators across 32 countries which included account research paper, company profile screening, potential deals analysis, products/MARA ISON solutions pitch making which included group products from mVentus, Flytxt & ISON BPO Solutions Private Limited. For e.g. Prepared 2 thorough research papers on Safaricom Kenya & MTN Nigeria which included management changes in group (senior management/board of directors), telecom/IT deals analysis (Network upgrade, Customer Experience Management, Revenue Assurance, Fraud Management, Contact Center Technology Solutions etc.) , quarterly/yearly comparison of pre/post paid consumers data, country-wise analysis of pre/post paid connections, internet connections, penetration, ARPU analysis, market share of individual telecom/ISP operators etc.
  + **Marketing Report Generation:** Quarterly market report generation for all marketing activities for business reviews.
  + Internal/External Communication Plan generation & coordination for implementing the same.
* Social Media Marketing for MARA ISON Technologies through Facebook.
* Responsible for circulating internal/external campaigns, employee engagement related corporate communications through various management/marketing IDs in possession.

**Career Overview with Ingram Micro India Ltd.:**

**Regional Office at New Delhi: D-13/5, Okhla Phase-2, New Delhi -110020**

**Company Profile:** Ingram Micro Inc., a Fortune 100 company, is the world’s largest technology distributor and a leading technology sales, marketing and logistics company for the IT industry worldwide.

**Key Account Manager for HCL Infosystems Ltd. (July’2012 – September’2012)**

**Major responsibilities included:**

* To maintaining SLAs with HCL Infosystems Ltd., increasing wallet share in retention business & acquiring new businesses & mapping System Integration business of HCL.
* To develop tactics for implementing internal corporate sales strategies while linking customer strategic goals into solution.
* To check the viability of the solution with the vendors while fulfilling customer’s (HCL) expectation in respect to help them to quote in Government/Corporate bids.
* To coordinate with various internal teams to control pricing, delivery times, speed to market, dependability etc. & to keep management up-to-date with the major changes in HCL’s business/strategic focus.
* To handle special pricing cases of HP products- Run Rate Business including HP Peripherals(Printers/Scanners & Supplies(Accessories)), Back to back business for Samsung/Epson/Emerson products, HP Systems Group, IBM Hardware/Software Business, Networking Products, Software/Licensing Business for Microsoft, Adobe & Symantec & Dollar Business with a complete focus on HCL Infosystems Ltd. ongoing/upcoming requirement.
* To keep a track on aging, credit limits of partner, competition offerings & counter offer in respect to win the cases, business portfolio expansion for untouched businesses & stock planning activity based on partner request.
* To make sure about giving correct details of taxation(State-wise) i.e. VAT/CST etc. while providing an end to end complete solution to our customers to get Purchase orders released by HCL.
* To maintaining relationship with the partner & to make sure about getting timely payment done by the partners.
* To maintaining healthy relationship with the Partner & Ingram’s vendors at all level to accelerate the current revenue generation for a Win-Win situation for all.

**Career Overview with HCL Infosystems Ltd.:**

**Head Office at Noida: E-4, 5 & 6, Noida-201301**

**Product Management - Self Service Kiosk (August’2011-July’2012)**

* **4 years of hardcore experience in overall marketing & development activities for HCL’s in-house manufactured products i.e. SmartBee (Hand Held Terminal), Finmate, Mobile Enrolment Unit & Self Service Kiosk (New Product Introduction along with Applications)**.
* **Proven abilities in Product Management Activities:** Conceptualizing and implementing strategic decisions, Developing Marketing, Product, GTM & Pricing Strategy, Competition Analysis, New Product Introduction, Development & Launching & Solution offerings through continue Market Trend Analysis & to manage the positioning of existing brands.
* Pre and post-sales support to PAN India level & globally for Techno-Commercials of the product.
* Provided necessary support for the strategic scheduling for the enhancement of advance applications along with the adaptation of improved practices.
* Offered necessary study material & guidance through sales trainings along with the evaluating measures and various implementations for further betterment.
* Provided necessary management and accumulation for the multidisciplinary project associates.

**Partner Funding for Microsoft (November 2011 - July’2012)**

* **Looked after incentive schemes from Microsoft like MDA, Jumpstart, Local OEM Incentives Program (LOIP) & Discretionary Investment Programs (EMI-Emerging Market Investment).** The Named OEM Incentives Program provides reimbursements to participating OEMs to help differentiate and build market awareness for fully assembled systems pre-installed with genuine Microsoft products.
* As a single point of contact between HCL & Microsoft teams, successfully coordinated for the partner funding incentive programs conducted by Microsoft Corporation to get the quarterly/semester wise marketing activity funds for different promotional co-branded marketing activities done by HCL & Microsoft in India & globally.
* To coordinate with internal mktg. teams for 4 different Microsoft conducted OEM Programs namely EMI, Jumpstart, MDA & LOIP for assuring the smooth execution of co-branded activities on a quarterly/semester basis.
* **Responsibility to develop & look after the execution of different marketing Activity Plans**/other required reports submission to Microsoft on a quarterly as well as semester basis through the internal teams’ coordination.
* To lead, monitor & manage different internal teams to follow with the desired plans execution shared with Microsoft.
* To allocate the received funds from Microsoft to internal HCL Marketing teams while helping them to design their Co-branding activities framework complying with given Microsoft “Marketing Activity Framework” for specific quarters/semester of the year.
* To make sure about well-timed execution of desired Proof of execution as per the shared Mktg. Plan with MS while managing relationship with Microsoft & HCL's internal teams.
* To make sure about to get the payment done according to the submission of proof of execution for the shared mktg. plan with Microsoft. As per the Program Terms Document’2012, handling the responsibility to help in procuring INR 25 Crores/- from Microsoft on yearly basis.

**Product Management & Marketing - HCL Hand Held Terminal (SmartBee), Finmate & Mobile Enrollment Unit (August’2010 - July 2011)**

* Sound knowledge of HCL’s biometric enabled solutions i.e. Hand Held Terminal & Mobile Enrollment Unit as per the requirement from different government bodies & corporate customers including the opportunities like UIDAI, Financial Inclusion, Public Distribution System, MGNREGA etc..
* Coordinated for the establishment of a fully fledged marketing development program for HCL Hand Held Terminal & Mobile Enrolment Unit from the scratch.
* As a part of Product Marketing & Management team, worked closely with R&D, Product Engineering Group, Procurement & various System Integration sales teams within HCL to cater our customers with the best suitable biometric enabled solutions available within HCL product bouquet.
* Successful coordination for the branding of HCL Hand Held Terminal & Mobile Enrolment Unit through different initiatives taken by HCL.
* Successful demonstrations to government officials on events like Expression of Minds (An event organized by HCL to promote India’s cultural activities by nurturing talents), GTC India 2010(Jaipur), 13th National e-Governance conference at Indian Habitat Center, e-Governance related events organized by NIC/NICSI in Indian Habitat Center & many more as a part of Hand Held Terminal branding campaign.

**New Initiatives and Strategic Alliance (August’2008 - July’2010)**

New Initiatives and Strategic Alliance allowed me to use the knowledge and expertise gained to maintain a healthy partner ecosystem and work for the enhancement of India specific business. This also entails to scout for further business verticals & horizontals which can strengthen the services and product bouquet of HCL. Major Projects handled by me as a part of Strategic team:

**Development of Hand Held Terminal & Mobile Enrolment Unit**

1. Played a vital role to identify new business synergy for HCL’s upcoming products on a Pan-India level.
2. Successfully lead the development of both the products through the coordination with internal stakeholders as well as government bodies.

**Coordination with UID officials including their technical team for the development of MicroATM:**

1. Coordinated with HCL and UID technical teams to assist UID project development panel for setting up their guidelines initially. It includes the MicroATM guidelines for PAN India level.
2. Closely worked with different biometric international vendors including Sagem (now Morpho), Digital Persona, Unisys, NEC, IBM, Suprema, Nitgen etc. to decide on vendors’ preference for UID specific projects.

**Coordination & evaluation of various regional/international partners & vendors offerings:**

1. Coordination & evaluation of various partners & vendors offerings for increasing HCL’s existing product, solutions & services portfolio. For e.g.- HCL technologies, Sybase, Cincom, RedHat, Mitsubishi Electric, Schneider Electric, ARM, Intel, Cannon India, AMD, Microsoft, Oracle, Hitachi, Wyse Technologies etc. (More than 100+ companies)
2. Combined development activity with Intel to develop HCL’s Hand Held Terminal.

**Core Competencies:**

* Good knowledge of Product Management & Marketing for HCL’s in-house products.
* Nurturing healthy business relationships with various partners & vendors like Microsoft for partner funding activities & Intel, AMD & few Taiwanese vendors for product management activities.
* **Assured Strengths in:**

1. Program Management
2. Marketing Operations
3. Partner Marketing & Registration Activities
4. Account Research
5. Product Marketing & Management
6. Partner Funding Activities
7. New Product Development & Launching
8. Project Management
9. New Initiatives & Strategic Alliances

**Personal Details:**

* Date of Birth 21st March, 1984
* Marital Status Married
* Languages Known English, Hindi, Bengali
* Hobbies Singing, Listening to music
* Passions Mountaineering
* Strengths Creativity, Time Management
* Area of Improvement Sometimes too Left-Brained

**Ashish Chakravarty**

**Total Experience:** 5 years & 4 months

**Mb. No.:** 9910028792 / **Email ID:** [ashsihch2k1@gmail.com](mailto:ashsihch2k1@gmail.com)