



MANAS SENAPATI

PRODUCT MARKETING | DIGITAL PRODUCT STRATEGY | PRODUCT DEVELOPMENT | IIM-INDORE

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[LinkedIn](#)

Professional Skills

- Product Marketing
- New Product Development
- Product Lifecycle Management (PLM)
- Customer Lifecycle Management (CLM)
- Strategic Planning
- Digital Marketing
- Affiliate Marketing
- Brand Management
- Market Research
- Marketing Consulting
- Business Consulting
- Product Acquisition
- Campaign Management
- GTM Strategy
- New Customer Acquisition
- Customer Retention
- Revenue Expansion
- Revenue Enhancement
- Program Management
- Product Promotions
- Product Launches
- Consumer Research
- Cross-Functional Coordination
- Google Analytics

Personal Skills

- Team Management
- Organizational Leadership
- People Management
- Attention-to-Detail
- Result-Oriented
- Change Agent
- Communicator
- Collaborator
- Innovator
- Planner

Summary

A **Strategic Marketing Leader & Outcome-oriented Professional** with **15+ years** of experience in **B2B & B2C Product Marketing**, with deep knowledge in **Product Development, GTM Strategy, Brand Management, Strategic Planning, Stakeholder Engagement, Revenue Enhancement, PLM & CLM, Channel Development, Team Leadership** and **People Management** across Telecom domain, exploring prominent Senior Management roles in Product Marketing in a dynamic environment

Significant Achievements

- Spearheaded the successful, timely launch of the **Vi Music App** for both Android and iOS
- Delivered **consistent growth in revenue** responsibilities starting from **INR 100 crore pa to 1000+Cr** business verticals
- Captained the creation of **product positioning and messaging for Vi** to establish product differentiation along with ensuring its resonance with the customers
- Successfully augmented **new customer acquisition** from traditional offline mode to Digital, achieving **growth of 500%+ & 9% market share growth in one fiscal year** both in B2B and B2C telecom market for Karnataka telecom state
- Pioneered the launch of various innovative products such as the **56789 IVR platform, Vi-Play, Airtel TrueCaller**, and a wide selection of **International Roaming packs** across India
- Acknowledged for orchestrating & delivering an enormous project, "**Unification of Mobile Lifestyle Products into One Platform**," along with **10+ team members**
- Furthered **Customer Market Share (CMS) by 7%** and **Revenue Market Share (RMS) by 9%** in FY 2020-2021 for mobility business in Airtel Karnataka
- Achieved **KK1st - Best Employee of Karnataka Award** for onboarding of the largest B2B account in Aug 2020
- Conceptualized efficacious strategies to encourage service buying at the point of sale, resulting in **50% pack user growth in the International Roaming service**
- Led marketing of **Mobile Lifestyle Products**, thereby **advancing sales by 40%** in 2018-19
- **Expanded the customer base by 200k loyal postpaid customers** in FY 2019-20 and **100k new Hellotune customers** in FY15-16
- Bagged **Growth Excellence Award (2019), Collaboration Award (2019)**, and **Top Annual Performer (2020)** for exemplary performance

Professional Experiences

Product Marketing Manager | Aeries Technology Group Jan 2023 to Present | Bengaluru

- Formulated & executed Product Marketing strategies and resolved complex business objectives by employing experience-backed judgment, strong work ethics and irreproachable integrity
- Fostered a dynamic environment enabling development opportunities and high performance amongst the team members
- Drafted the quarterly product roadmap and enhanced the team's efficiency
- Liaised with Clients & Stakeholders by informing them of the progress and issues to drive expectations on all requirements and deliverables

Certifications

Digital Marketing & Analytics

Indian School of Business -
Hyderabad | Aug 2022

Certified Product Manager

Indian Institute of Management -
Indore (IIMI) | Aug 2022

Prior Experiences

Assistant Marketing Manager | IDEA Cellular Ltd.

May 2012 to Oct 2012 | Indore

Assistant Manager - VAS & Data Marketing | Aircel Ltd.

Jan 2011 to Apr 2012 | Odisha

Manager | VoiceGate Technologies (I) Pvt. Ltd.

May 2010 to Dec 2010 |
Hyderabad

Senior Executive Marketing | Vodafone Essar Ltd.

Mar 2008 to Apr 2010 | Odisha

Assistant Manager (VAS) | VoiceGate Technologies (I) Pvt. Ltd.

Jun 2006 to Mar 2008 |
Hyderabad

Education

PG - Product Management

Indian Institute of Management
(IIMI) | Indore, MP | Aug 2021

PGDBM (Marketing & IT)

Apeejay School of Management |
New Delhi | Jul 2006

BE (Computer Science)

Utkal University | Bhubaneswar,
Odisha | Jul 2003

Product Marketing Lead | Vodafone Idea Ltd

Dec 2021 to Jul 2022 | Bengaluru

- Formulated & executed Product Marketing strategies and resolved complex business objectives by employing experience-backed judgment, strong work ethics and irreproachable integrity
- Fostered a dynamic environment enabling development opportunities and high performance amongst the team members
- Drafted the quarterly product roadmap and enhanced the team's efficiency
- Liaised with Clients & Stakeholders by informing them of the progress and issues to drive expectations on all requirements and deliverables
- Steered business growth & expansion plans in terms of value, volume, market share & yield by innovating new ideas & concepts
- Worked on the enhancement of the customer UI/UX Experience via refinement of application features
- Piloted effective creation of product functions, aiding artists in analyzing the performance and monetising their content
- Headed product marketing efforts such as defining and implementing a customer communications strategy, and determining ROI on advertising expenditures, among others
- Strategized to engineer lead generation campaigns, marketing messages and reports on the market, pricing, and profitability data

Senior Marketing Manager | Bharti Airtel Limited

Sep 2014 to Oct 2021 | Bengaluru

Career Path:

Senior Marketing Manager, Bengaluru | Dec 2019 to Oct 2021 | Revenue Managed: INR 890 crore pa

Senior Marketing Manager, Gurugram | Oct 2016 to Nov 2019 | Revenue Managed: INR 530 crore pa

Marketing Manager, Bhubaneswar | Sep 2014 to Oct 2016 | Revenue Managed: INR 100 crore pa

Team Size - 2 Marketing Personnel and 50+ Distributors

- Supervised New Product Development, Digital Campaigns, SEO, SMO, SMM, Affiliate Marketing and Partnerships to strengthen market presence
- Designed & monitored project baselines concerning cost, resource deployment, time overruns & quality compliance to ensure sufficient project delivery in driving growth and delivering business results
- Collaborated with the local market team to identify emerging client needs, advancing into new product upgrades such as feature updates, key account solutions, price changes, etc.
- Drove effective implementation of Go-To-Market strategy with product packaging and incentives for developing sustainable revenue opportunities across B2B/B2C segments
- Steered API integration and app communication for content consumption across languages and geographies
- Piloted API integration of user monetization and lifetime value enhancement through product feature development and deployment
- Played a key role in reevaluating the portfolio for framing revenue and growth strategies by market and product

Head - Business Development | VoiceGate Technologies (I) Pvt. Ltd.

Nov 2012 to Aug 2014 | Hyderabad

Team Size - 7 National Account Sales Managers & 16 Service Account Managers

- Incorporated business alliances with telecom operators for new product introduction
- Co-created Enterprise solutions for successful sales
- Orchestrated Pre-sales activities, including requirement gathering and solution delivery documentation
- Ushered the IVR Operations team for delivering OBD & IBD services to telco and non-telco clients
- Leveraged Operator relationship for Mobile-VAS up-selling
- Ideated and implemented mobile marketing solutions for various clients