

# Varun Gopalakrishnan



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Ahmedabad, Gujarat, India



## CAREER PRECISE

- 15 years of rich experience in Experiential Marketing, Business Development & Government Relations.
- Passionate, adaptable professional with experience of leading cross-functional teams to plan, manage and execute diverse large format & complex projects across the country.
- Possessing strong people skills and ability to network effectively with National & International Clients, Government & Media.
- Rich exposure of international assignments. Experience to dealing with International Trade organization, Embassies/Consulates, and leading trade delegations.

## PROFESSIONAL EXPERIENCE

### **Confederation of Indian Industry (CII), Ahmedabad, Gujarat**

Deputy Director

May 2013 – till date

Heading State office operations for Gujarat, which includes 4 Zonal offices, 1 Center of Excellence, 5 Chapters of Yi (Young Indians) and Indian Women Network (IWN) Gujarat Chapter. Work area includes liaison with various Ministries and Government Department. Engaging with key stakeholders; Industry, Government, Media & Society through advisory and consultative processes. Conceptualizing & organizing initiatives focusing on developing business linkages & enhancing industrial competitiveness.

- State budget preparation & ensuring targeted revenue achievement for various verticals. Generate revenue through various stream for State/Regional/National level initiatives.
- Working closely with various Government departments for investment promotion in key Sectors like Defence & Aerospace, Civil Aviation, E-Mobility and Renewable Energy. Organizing sector specific events and conferences bringing together policy makers and thought leaders in each sector, notable among these are Defence Conclave, Aviation Conclave, Conference on Solar Energy & Energy Storage, Conference on E-Mobility, thereby creating a forum for stakeholders to network and build business linkages.
- Interacting with Embassies/Consulates, International Organizations and Trade bodies for inbound and outbound trade delegation. Have successfully managed business delegation to Middle East (UAE, Qatar), Australia and West Asia (Taiwan & Japan).
- Working closely with industry members and policy makers on various legislation, playing a catalytic role for favorable policy implementation.
- Key Government Engagements: Handled various key roles & responsibilities in organizing Vibrant Gujarat Global Investors Summit (2015, 2017 & 2019) organized by Government of Gujarat, Asian Infrastructure Investment Bank Annual Meeting 2018, Maritime India Summit 2018 organized by Ministry of Shipping, Textile India 2017 Summit organized by Ministry of Textile, India-Japan Business Leader forum 2017, Africa Development Bank Annual General Meeting 2017, Global Investors Summit 2016 organized by Government of Madhya Pradesh, MAKE IN INDIA Summit 2016 organized by DPIIT (then DIPP), Government of India, Krishi Vasant 2014 organized by Ministry of Agriculture and many more.

PROFESSIONAL  
EXPERIENCE

**Divya Bhaskar, D B Corp Ltd, Ahmedabad, Gujarat**

Manager – Special Projects

November 2012 – May 2013

Job role involved devising marketing strategy & sales plan for special initiatives like Coffee table books, Special Print features & Premier Events.

Manager – DB Activation

August 2010 – October 2012

As a part of Activation Team, was responsible for conceptualizing & marketing of ground activation campaigns powered by print & radio in Gujarat. Ensuring targeted revenue achievement, P&L Management & flawless event execution.

During the 3-year stint have successfully marketed & organized multifaceted projects:

- Entertainment Shows: Divya Bhaskar Navratri, Idea Campus Jung, Bhaskar Utsav, Dayro, Movie Promotions, Idea Kite Festival, Kavi Sambelan & numerous musical concerts.
- Coffee Table Books: Power Ports of Gujarat, Power 100 – Eminent Personalities of Gujarat
- Exhibitions: Travel & Tourism Fair, B School Fair, Auto Fair
- National Events: Bhaskar Woman of the Year Award, Bhaskar Genius Scholarship Exam

**Livemedia, RS LiveMedia Pvt. Ltd, Ahmedabad, Gujarat**

Manager - Business Development & Projects

May 2008 – August 2010

Established & developed business in Gujarat. Role involved doing Strategic tie ups, Media Sales, Planning for procurement & installation of screens & related equipment across Gujarat.

- Acquired contracts of 200+ outlets across Gujarat
- Developed & led operation team to achieve 100% results in Gujarat
- Developed Media Clients and thereby initiated media revenue from Gujarat

**360 Degrees, Alternate Brand Solutions Limited (Times Group), Ahmedabad, Gujarat**

Executive – Client Servicing

Sept 2004 – May 2008

Job role involved maintaining and retaining key clients accounts. Understanding clients need and conceptualizing, planning, and executing events as per client requirement. Handling event logistics, vendor management and P&L management.

- Worked on National projects like: 38th International Film Festival of India Goa, 50th Film Fare Awards, Sony Indian Idol, Brand Equity Quiz, Disney – Jetix Power Ranger Show, Promotion of Pepsico in India v/s Pakistan Series, Yo bykes & Mc Fills Product Launch and many more.
- Serviced top clients like Torrent Pharmaceuticals, Intas Pharmaceuticals, Gujarat State Petroleum Corporation, Entertainment Network Indian Limited, Claris Life Sciences, Pepsico, Gujarat Gas Ltd, Torrent Power, Electrotherm India Ltd etc.

SKILL SET	Business Development	Marketing Strategies & Campaigns
	Key Account Management	Event Conceptualizing and Planning
	Corporate Communication	Operations Management
	Financial Modeling & Forecasting	Public & Media Relations
	P&L Management	Vendor Management
EDUCATIONAL QUALIFICATION	<b>Master of Business Administration</b> ICFAI University, 2012	
	<b>Post Graduate Diploma in Event Management and Development</b> National Academy for Event Management & Development, 2005	
	<b>Bachelor of Commerce</b> Gujarat University, 2004	
	<b>Higher Secondary Certificate</b> Kendriya Vidyalaya (CBSE Board), 2001	
ADDITIONAL CERTIFICATION	<b>Going Vertical-Managing &amp; Growing Sales</b> Dale Carnegie Training Certification, 2012	
	<b>Diploma in Computer Application &amp; Programming</b> Cohesion Institute of Information Technology, 2003	
PERSONAL DETAILS	<b>Date of birth</b> 3 August 1983	
	<b>Languages</b> English Hindi Gujarati Malayalam	
	<b>Interest &amp; Hobbies</b> Philately Numismatics Playing Cricket & Chess Swimming Food Enthusiast Cooking	
	<b>Reference</b> Available on Request	