**Manish Sharma Male, 31 Years**

**Address**: B-304, Sarthak Towers, Ramdev Nagar, Satellite, Ahmedabad

**Contact Nos:** Mobile: +919537871503.

**Career Objective**

To grow professionally and obtain a challenging & responsible position in an environment that comprehensively challenges my skills.

**Academics**

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| **Year** | **Degree/ Certificate** | **Institute / School, City** | **CGPI/ %** |
| 2007 | PGDBM(Mktg. & Fin.) | FORE School of Management, New Delhi | 67.4% |
| 2004 | B.E. (Elec. & Comm. Engineering) | SBCET, Jaipur | 67.0% |
| 1999 | Sr. Secondary | Board of Secondary Education, Rajasthan. | 58.5% |
| 1996 | Secondary | Board of Secondary Education, Rajasthan. | 65.3% |

\*Specialization: Marketing & Finance

**Professional Experience: Videocon Telecommunication Jan-12 - Present**

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| **Role** | Product Head: U&R (Gujarat) Jan 12 – Present |
| **Key Responsibilities** | * Prepaid U & R and Acquisition for Gujarat Circle. * Maintaining revenue and rates as per the AOP. * Responsible for all U & R KPIs like Revenue, MOUs, OG Rate, GR, VLR Days, ZU, Churn, dREC & mREC management. |

**Professional Experience: !dea Cellular Ltd. Nov 10- Jan-12**

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| **Role** | Product Manager: U&R (Gujarat) Nov 10 – Present |
| **Key Responsibilities** | * Prepaid Usage & Revenue for Gujarat Circle. * Prepaid Rate management. * Responsible for all U & R KPIs like Revenue, MOUs, OG Rate, GR, VLR Days, ZU, Churn, dREC & mREC management. |
| **Key Achievements** | * Managing Rate. Currently trending almost 2.5p above the budgeted rate in AOP. * Awarded ‘Star of The Quarter’ for Successful Implementation of “Communication Process Implementation” in Gujarat. * Local On Net, Talk Time Product restructuring and Rate management initiatives led to incremental RMS gain of 1.8% when the other major players like Vodafone and Airtel are losing ground to new players. |

**Professional Experience: Tata DoCoMo Nov 09- Oct 10**

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| **Role** | Product Manager: U&R (Rajasthan) Nov 09 – Oct 10 |
| **Key Responsibilities** | * Drive Usage & Revenues for Rajasthan Circle. * Major role in finalizing the key KPIs of AOP for 2010-11. Planning for the Launch towns, Sites, Revenue, MoUs generated, ER, CR & OGAT Rate projection. |
| **Key Achievements** | * Awarded ‘Star of The Quarter’ for Successful Implementation of “Base Management Process for Usage Enhancement & Inactivity Reduction” in Rajasthan. * Launch product designing, rollout & implementation |

**Professional Experience: Bharti AirTel Ltd. May 08 – Nov 09**

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| **Role** | Product Manager: U&R (Mobility Rajasthan) Apr 09 – Nov 09 |
| **Key Responsibilities** | * Drive **dREC** & **mREC** for the whole base, **Drive Usage, Engagement and stickiness to Airtel** of users in the 0-3 Month AON, * To manage entry & winback into Grace, ZAT, Inactive Base & keep these bases below the AOP on a month on month basis. |
| **Key Achievements** | * Engagement Percentage in 0-3 Month AON bucket up from 32.3% to currently 40.7% in just 5 months. * Controlling MTC Churn below 5% from 7.1% level in March, Value Churn below 1.7 %( Best among all A & B Category circles). * Awarded Star of The Month for Successful Implementation of “Inactive Management Process”. |

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| **Role** | Product Manager: Voice VAS (Mobility Orissa) May 08 – Mar 09 |
| **Key Responsibilities** | * Ensure superior financial performance by achieving budgeted targets * Launch new products Including Product Conceptualization, Process Flow, Promotion Plan & Final Roll out * Ensure delightful customer experience & enhance intention to stay |
| **Key Achievements** | * Voice VAS Revenue increased by 17.6 Mn. (76%) in only 10 Months. * Best circle for Star to Copy virtual number success, Awarded “Star of the Month”, National Award for best numbers in Friends Chat. * National Best Practice for the Rollout of VAS products through Retail. |

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| **CyberMedia Ltd** |  |
| **Role** | Management Trainee: New Projects Apr 07 – Apr 08 |
| **Key Responsibilities** | * Evaluating ideas and proposals for growth of the company and presenting to the Board of Directors. * Member of new projects implementation team. * Reporting to Chairman and Managing Director. |
| **Key Achievements** | * PlannedVoice & Data Asia, Health & Wellness magazines and EmTech India Event (In collaboration with MIT, USA). |

**Summer Internship: Standard Chartered Bank Apr-06- May-06**

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| **Project Title** | * **Market Potential of ULIP in Delhi-NCR Region** |
| **Project Objectives** | * To find the market potential of ULIP in Delhi-NCR region. * Recommendations for increasing market share. |
| **Key Achievements** | * Quantitative market research in Delhi-NCR. * Consumer Decision making process for Insurance products. * Factors affecting Consumer Decision making process |

**Extra Curricular & Scholastic Achievements**

**Coordinator- FORE Sports Division**

* Achievements:
* Initiated the weekly friendly games with other b-schools like IMI, IIFT, and LBSIM.
* Organized inter and intra sports and cultural events.
* Coordinating with the faculty for taking initiative in sports.
* Winner of Jodhpur District level computer quiz-1998.
* **Third position in 800m.** Junior Rajasthan State Athletics Championship- 1996.

**Hobbies and Interests**

* Basketball, Football & Volleyball.

**Professional Referances:**

* Susovan Nande- Product Manager- U & R, Tata Docomo. Mob- 9212101767.
* Sumit Agarwal- Head- Postpaid, Tata Docomo, Rajasthan. Mob-7737099233.

[Manish Sharma]