

Adesh Balyan

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Dubai, UAE

16+ years of experience in heading strategic initiatives to drive business growth, achieve revenue targets and define digital strategies for Telecom and Technology companies. Proven track record of collaborating with clients to design customized telecom solutions, addressing gaps in legacy systems and integrating complementary technologies. Adept in providing pre-sales support and guiding teams to deliver high-quality responses for RFPs related to digital transformation.

Proficient in managing end-to-end verticals, ensuring projects are delivered on time, within budget and meeting quality standards. Skilled in product management, commercial proposals and strategic planning to support business development efforts. Expertise in developing solution architectures for independent commerce-based products and creating marketplace-based solutions and cloud-based offerings to meet evolving customer needs.

KEY SKILLS

*Digital consultant
BSS Transformation
Technical Presales
Solution Consulting
Solution Architecture
Cloud Computing*

*New Business Development
Customer Management
Strategic Planning
Business Growth
Revenue Targets
Digital Strategies*

*Telecom Solutions
Product Management
Commercial Proposals
CapEx and OpEx
UI/UX Design
B2B2X Strategies*

ACHIEVEMENTS

Presales and Business Development:

- Secured numerous multimillion-dollar deals for complex enterprise applications, ranging from \$300K to \$25 million USD.
- Responded to over 500 RFX's related to CRM, Billing, Charging, and Telco products across various regions, achieving a win percentage of over 20%.
- Generated a pipeline of over \$5 million USD and successfully converted orders worth up to \$1.5 million USD in the Middle East and Africa region.

Solution Consultant:

- Orchestrated presales and solutions consulting activities for three large-scale biometric and security-based deals in the Middle East, resulting in successful wins.
- Led the delivery of projects within the designated timeframe, focusing on solution design, secure architecture and requirement gathering.
- Managed presales activities for two telecom operators in Africa, each with a subscriber base exceeding 20 million, ensuring timely delivery and robust solution architecture.

WORK EXPERIENCE

ASSOCIATE DIRECTOR (SOLUTIONS CONSULTANT)

Tecnotree Corporation

Oct 2021 – present

Dubai, UAE

- Spearheading strategic plans to drive business growth, achieve revenue targets and define digital strategies for Telcos and Tech companies.
- Collaborate with clients to understand their business requirements and design customized telecom solutions, addressing gaps in legacy systems and integrating complementary technologies.

- Provide pre-sales support, guide the team to deliver high-quality responses for RFPs related to digital transformation and manage end-to-end verticals, overseeing pre-sales, solution consulting and customer interactions.
- Leading a team of solution consultants ensuring projects are delivered on time, within budget and meeting quality standards through effective project management.
- Conduct market analysis to identify trends, opportunities and potential areas for expansion, delivering valuable insights into market trends, ideas and strategies applicable to product development.
- Build and maintain relationships with key clients and manage end-customer expectations through precise guidance.
- Ensure mutually beneficial outcomes for the company, vendors and partners, and guide the UI/UX design team to develop solutions meeting product and customer requirements.
- Engage in product management activities and define new-age product requirements aligned with Tech company's digital strategies.
- Prepare commercial proposals, budgeting and strategic planning to support business development efforts.
- Develop solution architectures for independent commerce-based products, and create marketplace-based solutions and cloud-based offerings to meet the evolving needs of customers.
- Regularly scale up solutions for both telecom and non-telecom companies, ensuring adaptability and scalability.
- Translate customer requirements into actionable solutions for quick and efficient implementation, develop B2B2X strategies, solution designs, and architectures for Telcos to enter new verticals such as Healthcare, IoT, Edutech, Gaming, eSports, Sports & Ticketing, and lead demonstrations, Proof of Concepts (PoCs), define success criteria, and guide the sales team in effective customer communication.
- Manage CapEx and OpEx related to solution design and implementation, optimizing resources for maximum efficiency.
- Generate Software Requirement Specifications (SRS) and develop High-Level Designs (HLDs) and Low-Level Designs (LLDs) to align with the client requirements.

DIRECTOR (BUSINESS CONSULTING)

Jan 2019 – Oct 2021

Subex

Dubai, UAE

- Led and managed a team of business consultants in the architecting and designing solutions for CSPs in the MEA region.
- Developed strategic alliances with partners to facilitate market entry for business and revenue growth.
- Provided expert advice on business strategy, process improvement, revenue generation and organizational transformation.
- Analysed technical requirements, evaluated alternatives for technology and piloted new architectures leveraging reusable components.
- Formulated hardware and infrastructure strategies to cater to the varying complexities of projects.
- Engaged in a thorough analysis of technical requirements, critically evaluating various alternatives and solutions in the realm of technology.
- Utilized requirement matrices to meticulously examine and discern the disparities between the offerings of products and their availability within the market landscape.
- Built proposals requiring effort estimations, hardware sizing recommendations and cost analysis preparations.
- Provided accurate responses to technical inquiries, including those presented in Requests for Information (RFIs), Proposals (RFPs) or Quotations (RFQs).
- Formulated POC implementation plans and executed the delivery of Proof of Concepts (POCs) to effectively showcase the feasibility of proposed solutions.
- Guided the teams in framing clear product strategies and conducted product demos for internal teams or customers.
- Nurtured strong relationships with customers, fostering trust and loyalty while identifying opportunities for collaboration and growth.
- Collaborated with Engineering and Support teams to address and resolve technical challenges that may arise during the pre-sales phase, ensuring timely and accurate resolution.
- Developed competitive business cases and Return on Investment (ROI) strategies, facilitating informed decision-making and enhancing the overall value proposition.

PRESALES MANAGER
Mobile Technologies

May 2013 – Nov 2018
Dubai, UAE

- Spearheaded solution selling, business development and pre-sales governance for products focused on KYC-based government regulatory requirements for biometric-based registrations.
- Led the requirement gathering process and crafting solution design documents in collaboration with regulatory bodies and Communication Service Providers (CSPs).
- Formulated solution architecture that aligned with regulatory standards and met the specific needs of CSPs.
- Developed innovative solutions tailored for CSPs to combat fraudulent registrations across various channels.
- Evaluated appropriate technologies and platforms to meet client needs and managed technical proposals, including cost estimates, bids, tenders and project timelines.
- Built and maintained relationships with key stakeholders, including clients, vendors and internal teams.
- Conducted executive-level product demonstrations, workshops and presentations to showcase the capabilities and benefits of the solutions.
- Identified upselling opportunities through engagement with both internal stakeholders and external customers.
- Proactively recognised new features and enhancements for product roadmap development based on insights gained from customer engagements and market research.

ASSISTANT MANAGER
Tecnotree Corporation

May 2008 – Apr 2013
India

- Accountable for crafting solution designs, ensuring compliance and preparing technical and commercial proposals aligned with RFP specifications.
- Oversaw bid management, presales and sales support endeavours to facilitate successful customer engagement.
- Conducted cost estimations for comprehensive solution delivery, RFX responses and proposal submissions.
- Identified potential third-party value-added partners to enrich the overall solution offering.
- Led the planning, preparation, and execution of product demos, presentations and bid defence workshops.

EDUCATION

2008	Masters of Business Administration (Marketing and Operations)	Amity University, India
2004	Bachelor of Engineering (Electrical Engineering)	University of Mumbai, India

CERTIFICATIONS

- Managing Machine Learning Projects with Google Cloud - Coursera
- Kubernetes Essentials - A Cloud Guru | A Pluralsight Company
- Intel® Network Academy - Network Transformation 101 - Coursera
- AWS Certified Cloud Practitioner - Amazon Web Services (AWS)

SOFTWARE DESIGN TECHNIQUES

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|------------------------------------|-----------------------------------|
| • Micro Services | • TM Forum |
| • API Design | • Javascript |
| • Event Driven Architectures (EDA) | • 5G Architecture |
| • UML (Unified Modelling Language) | • Web Based Application Framework |

PERSONAL INFORMATION

Nationality: Indian
Visa: UAE Employment Visa
Marital Status: Married

References will be provided on request.