



MANISH SINGH

Growth Driven Business
Leader

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20+ Years of success in **building pipelines, generating demand, generating multimillion-dollar performances** in competitive markets with adaptability and integrity, brand awareness, and explosive business growth in the Indian and African markets while collaborating with partners from the United States, Europe, South-East Asia, and Latin America. **Data-driven business strategist** with experience in multi-channel development, program and product management, new product and brand launches, new market entry, and **B2B and B2C marketing strategy**. As a cross-functional, **analytical marketing leader**, I coach, advise, and train teams of more than thirty people.

FUELING REVENUES & MARKET SHARE

- Powered 26%+ growth in incremental revenue through perpetual innovative product development, marketing promotions, strategic brand partnerships, launch of enterprise outsourcing and indirect customer acquisition channels.
- Lifted market share by 10+ pts. through market expansion, new category penetration, churn promotions mobile prepaid
- Spiked brand prominence 15+ pts. in all key brand health parameters managing 100+ Crs. budget- launching tactical campaigns, media innovations, multi-channel planning, strategic branding property ownerships both Offline & Online.
- In 1 Yr., added 1Mn+ Data Customers for SSTL-India, 1.6Mn mobile prepaid customers for Starcomms-Nigeria and onboarded 250k app-downloads for PayOpt-India through holistic program planning and meticulous GTM strategy implementation, and directing rapid fire new launches winning industry awards
- Articulated Holistic Brand planning & Marcom execution excellence for successful Starcomms Plc listing in Nigerian SE

EDUCATION & PROFESSIONAL DEVELOPMENT

- ♦ MASTER OF BUSINESS ADMINISTRATION MKTG -1998, Barkatullah University (UTD)
- ♦ MASTER OF SCIENCE IN APPLIED STATISTICS – 1996, Barkatullah University, (MVAM)
- ♦ BACHELOR OF SCIENCE (STATISTICS & MATHEMATICS – 1994, Barkatullah University.
- ♦ DIPLOMA IN DATA SCIENCE (2022-25), IIT Madras, Pursuing Online Course.
- ♦ CERTIFICATE DIGITAL MARKETING (2020), GOOGLE Learning Garage, (Online) Course.
- ♦ CERTIFICATE OF 360° DATA SCIENCE (2019), UDEMY.com, (Online) Course.
- ♦ “Dip. in ETC Engineering” – AIES – Kolkata (1994)
- ♦ “Dip. Export Management” – IITEM Bengaluru (2007)

CERTIFICATES & WORKSHOPS

- ♦ CERTIFICATE PROJECT MANAGEMENT (2017), SimplyLearn.com, (Online) Course.
- ♦ “Account Management” workshop – Mudra Communications Ltd. – Mumbai (2001)
- ♦ “Leadership & Team Building” – AMA Ahm. (2006)
- ♦ “Innovations in Business” workshop at IIM-Ahm. (2004)
- ♦ “Transformational Leadership” workshop- TTSL (2007)
- ♦ “Creative Thinking in Business” training program at Tata Management Training Center- Pune (2005)



EXECUTIVE STRENGTHS



SOFT SKILLS:



TECHNICAL SKILLS:



PROFESSIONAL EXPERIENCE



FOUNDER DIRECTOR & CEO

RADIK Business Consulting, Ahmedabad (India)



Apr'24 – Present

Couching | Mentoring | Consulting | Growth Enabler : MSME, Start-ups, Family Business in the Functional space of Marketing, Customer Relationship and Experience Management, Pre-sales, and Sales. Working on a Project basis to help set-up and improve performance in these areas. NSDC Certified Soft-Skills Trainer, Level 5, helping organisations meet their training needs and undertaking Trunkey capability building / training projects.

CAPABILITY BUILDING – EMPOWERING SEGMENT – PROJECT / PROGRAM MANAGEMENT

VICE PRESIDENT- MARKETING & BUSINESS DEVELOPMENT

Pacific Group of Companies, Ahmedabad (India)



Oct'23 – Mar'24

KPO- BPO | Information Technology Services | Marketing Services | Growth Enablers : Recruited by CEO to streamline marketing function for the entire group and **fuel explosive growth, profitability, and market penetration**. Draft **Corporate Strategy** to Strengthen group brand, corporate communications, data analytics, marketing operations and business development initiatives. My initial assignment was to establish group's IT company business development and marketing operations through revitalizing market planning, capability building, and drawing the 1st year business plan.

- **Raised Marketing success**. Crafted **Performance Marketing plan** to drive high level of engagement, and revenue growth.
- Designed **Enterprise Customer Onboarding & Engagement strategy** to **secure projects, generate industry thought leadership** by forging strong **Client relationships** and develop opportunities for cross-selling of services.
- **Drive client awareness, ignite conversations and sales qualified leads** by maximising entire media-mix, including traditional and digital ads, retargeting, SEO/SEM, email and web-based marketing.
- Articulated **Enterprise Business Development Strategy** through both outbound & inbound lead management Digital channels to reach **Americas, Europe, Australia** and other developing markets across the Globe, like: e-marketplace bidding on UpWork, Freelancer, Fevrr; Leads Nurturing; ZoHo-CRM campaigns; Curated Events and Client relationships.
- **Secured Start-up India, D&B, MSME certification and GeM registration** to participate in local government IT project opportunities, draw roadmap for technical capability, IT-security & process certifications for Co's strength in the market place.
- As in **Growth Strategy development plan** pivoted priority to win **Top 50 accounts and 2000 FTE's business by the FY24-25**.
- Mentored team for **engaging and informative content** for the Website/s, Blog, Social Media, and customer servicing tools.
- Drafted 2 Yrs. Marketing budget for the rebranding initiatives, revamping corporate website, digital presence and repositioning company in the **US-SME market to catapult IT services total awareness 200% and unaided awareness by 300%**
- Lead **cross-functional teams** across all departments, ensuring effective communication, collaboration, and project progress reporting to the management.

SERVICES & SOLUTION SELLING – REVAMPING GROUP PROMINENCE IN TARGET SEGMENT – PROGRAM MANAGEMENT

CHIEF BUSINESS OPERATIONS & MARKETING

FlexOpt Technology Private Limited, Navi- Mumbai (India)



Dec'16 – Sep'23

Financial Technology | SaaS model | Growth Enablers : Founding member of a FinTech Start-up organization positioned to enable Financial Institutions / Banks to offer On-Demand, Flexible Credit Products. Spearhead **B2B** marketing and business development initiatives, build teams for commercial functions and assisted founder & MD in scaling-up tech team.

Responsible for **Program Management, Business Operations, Pricing, Proposals, Performance Marketing initiatives** execution towards achieving the Annual Business Plan through **offline and online marketing initiatives**. Develop and manage **marketing budgets** for growth strategies.

Initiated Separate metros & non-metro **customized and multilayer research** to understand Newmarket and Customer Segments, gain customer insights and leverage customer profiles to fine-tune our offerings.

Project management – Product Development, GTM & Social Media efforts, Marketing Communications – Digital (SEO, SEM), Off-page Content marketing, Affinity networks (Strategic Alliances), BTL activities for customer acquisitions & Service camps.

Succeeded in signing-up 7 Tier -II bank contracts with cumulative books of INR1000 Crs. to push on demand flexible credit through PayOpt platform managing marketing, onboarding, loan application, disbursal, collection, due-dairies, reporting etc.

Cemented 4 major Strategic brand Partnerships with Asia's Biggest Cooperative Credit Society, augmented platform capability for **Customer Identity verification, Digital interfaces for efficient Payment Collections, and 1.5 Mn Merchant Integrations (Online & Offline)** through other Fintech & Payment Gateway companies.

Quadrupled early adopters of 250k+ downloads through **Strategic Partnerships, Managing User Journeys, Advertising and Campaign Management in the first 6 months** of beta launch without any 3rd party media spends. Extensively Worked with **African Countries Governments & Leading BFSI's** servicing new market potentials.

Areas of expertise: Business Operations, Strategic Alliances, Partner branding, Customer Experience, GTM, Credit Uptake Promotions, Brand Development, Technical Integration planning, Media Relations, Industry research and team building.

SOLUTION SELLING – EMPOWERING SEGMENT – PROJECT MANAGEMENT

FOUNDER CONSULTANT & DIRECTOR

RADIK Marketing Solutions LLP., Ahmedabad (India)



Apr'14 – Sep'17

Business Consulting | Strategy to Implementation | Growth Enablers : After 15+ yrs. of successful corporate career, got into my entrepreneurial stint offering Professional Business and Marketing Advisory services to the **Government -B2G, B2B - MSME, Start-ups, and Family-owned Businesses.**

Signed-up Marketing & Business Development services contract with **GTS** for their Africa virgin markets entry, **NewVision Software** for Marketing Program management and with **i-VISION** Smart Surveillance Devices to establish GTM with distribution network.

Secured e-governance Project of MP Govt. Civil Supplies Corporation as a project consultant. Articulated project & process designs, and **drafted RFP documents for Stock-Movement Monitoring Infrastructure program** to curb Corporation losses of **240+ Crs.**

Achieved my project's 1st stage approval in record time by utilizing my PMP skills- liaising with M.P. Government's various stakeholders in state **Bureaucracy, Technical Partners, Transport Providers, City Administration and local bodies.**

Successfully executed the **"Expression of Interest- EOI"** tendering process for the said program, with a record participation of **100+ system integrators/vendors** from across the nation. Prepared professional project report of the project 1st lag and submitted for government's budget - project approval.

Chosen to represent Corporation in various levels of briefing & debriefing meetings with higher Govt. officials and technology partners for different tech-based projects.

As an Outsourced Business – Marketing Consultant: Efficiently handled client Projects: **Process Improvement, Business Development, Go-to-market Strategy Development, Program Management, Liaising & representation, Distribution set-up planning and Brand Building** as a partner in their growth.

Imparted successfully **'Training (Capability Building)'** projects of **Soft Skills** for the mid-level & Executive team members for different clients from **NBFC – Consumer Durables – Services – Manufacturing Plants- Retail – Modern Trade - FMCG.**

Serviced **MSMEs, Start-ups (EdTech), and early-stage Start-ups** (Trekking Adventure, Social Entrepreneurs) **mentoring** them to **set up their operations, GTM Planning, Brand Positioning, and Strategic Partnerships.**

Areas of Expertise: Stakeholders Management, Business Transformation: Go-to-Market Strategy, Business Growth, Promotions, Brand Development, Strategic-Alliances, Marketing Strategy, Integrated Marketing Communications, Process Audit, & Mentoring.

CAPABILITY BUILDING – EMPOWERING SEGMENT – PROJECT / PROGRAM MANAGEMENT

GENERAL MANAGER – MARKETING | CMO

Quality Group Ltd. (Telecom venture), Tanzania (East-Africa)



Aug'13- Mar'14

Commercial Operations | Product & Solution Architecture | Corporate Strategy : Hired to **Set-up entire B2B & B2G Commercial (marketing, sales, GTM) functions** for the group's New Telecom Operations roll-out in Tanzania (East-Africa).

Drafted Enterprise Marketing, Pricing, and Customer service Strategy to meet strategic business objectives including **Subscriber Acquisition, Revenue build-up and Brand development** in sync with the New Services & Brand Roll-out plan.

Worked very closely with board liaising with **Government-Ministries, Technology Partners** like **Google & Microsoft**, and with **CFO & COO** drafted the **business plan** for the board's approval & the Bank's funding application..

Designed Brand & Services Launch plan, GTM, Integrated marketing, and Sales -promotion plan to substantiate business roll-out requirement and to leverage group's brand position.

Liaised on behalf of the board with the world's leading **Technology partners, Media Relations, Telecom Regulator, Tanzanian Government** machinery & management coordination. Created a long-term **Strategic Marketing Plan** in alignment with the Group's vision.

DRIVING SET-UP – OFFERINGS PORTFOLIO – AGENCY / VENDOR RELATIONSHIPS



PROGRAM DIRECTOR – SMARTPHONE BUSINESS UNIT | NATIONAL ROLE

MTS – Sistema Shyam Teleservices Ltd., Mumbai & Gurgaon

Jul'10 – Jul'13

Smart Device Launches | Trade Marketing | Managed 40% of BU business : Elevated to Corporate role- as 'Program Lead' for Telco's Smartphone Launch in India: PAN India Retailer sign-ups, GTM, Product acceptance and capability building.

Catapult market leadership in Telco's Smartphone bundled products acceptance across the 15 circles (17 states) in the first 6 months of launch through robust "Go-To-Market" plan execution, 'Trade Marketing drives'.

Powered 'Business Growth', through flawlessly implementing India's first telco brand's **1000+ promoters program in MBO's** with **tactical acquisition promotions** triggering **assured usage with longevity** with both **Pre & Post-launch activities**.

Meticulously managed programs of Market Research – C-SAT (Customer Experience), T-SAT(Channel Partner's Experience), and Trade/team training of 450+ for cumulative 500+ hours of group training across Indian Locations.

Achieved >100% AOP Target of New Customer Acquisition in gradual progression from **Branded Retail, Government(B2G) & Enterprises(B2B) Business Units**, working in close coordination with cross-functional teams at the corporate and states teams.

Triggered >5% incremental new customer acquisitions by effectively managing 3rd party inbound agency to facilitate **Lead generation and closure** from multi-channel campaigns and BTL promotions database.

Secured 100%+ EBITA despite losing telecom licenses at the time of 1st Product Launch, through **Program management efficiency - SEM, Affiliates & Affinity Network management, Pricing, Channel Management, Enterprise Clients Relations Management, Product development & Trade marketing programs (Capability Building).**

MAXIMISING BUDGETED DELIVERY – STRENGTHENING POSTPAY BUSINESS – CHANNEL RELATIONSHIPS



ASSOCIATE DIRECTOR - MARKETING | REGIONAL MARKETING HEAD.

Jul'10 - Nov'11

New Product Launches | Brand Positioning in Metro City | Managing HUB (Regional) Operations : Hired to provide strategic marketing direction to drive top and bottom line growth. Lead Marketing Department for Mumbai-Maharashtra-Goa region, managed various programs of building **Market Share, Revenue Growth streamlining, Marketing Communications, Brand positioning & Channel Partner's confidence building.**

Lifted CAGR of 5.5%, being the 13th incumbent telecom operator in the metro-market, **sustained revenue growth (Organic & Inorganic)**, through new product development based on **customer insights**, highly efficient **Consumer marketing programs** for **Acquisitions** from different BU's using **multilateral channels & platforms** and through **Robust Usage & Retention** programs for higher **customer LTV**, increasing **customer stickiness** on the network.

Delivered AoP- P&L & 110% EBITA through maximising Consumer marketing budget realization, **efficiencies in execution of customer acquisition and usage retention programs, Aggressive Pricing, Strategic barter, media deals** and improvising efficiencies in execution of the marketing programs ROI.

Spiked Brand Prominence by 15 Pts. - Managed Multilateral ATL, BTL (activations drive), **Innovative OOH Campaigns, Digital marketing - 3rd party agencies mediums Content & Creatives Management, PR, Media coverage & Trade Marketing.**

Listed 115% ROI in in marketing-customer acquisition campaigns. Managed a **team of 26** and Outbound- Sales agencies.

Responsible for putting strategy statements into actionable programs and **Integrated Marketing Communications (Digital & Offline)** initiatives.

Provided **counsel to COO & State Business Heads** - Revenue Drives, Branding, Marketing communications and **Public Relations**.

DRIVING MULTIMILION ₹ REVENUE – BUILDING MARKETING TEAM – AGENCY / VENDOR RELATIONSHIPS



HEAD OF MARKETING | ASSOCIATE DIRECTOR

STARCOMMS – Starcomms Plc. – Lagos, Nigeria (West-Africa)

Mar'08–Jul'10

New Product Development | Brand Positioning | Market Research & Strategy : Joined Nigeria's 3rd Largest Telecom Company to **Head Brand Management Group**, draft **corporate strategy** to establish mother brand positioning, new brand launches, managed projects of New Product & Value Added Services launches, New Market rollout & Branded Retail stores, Creating Integrated Marketing Communications strategy & promotions. Responsible for P&L and maximising marketing budget.

To plan, administer and maximise **marketing budget**. Efficiency in **Product launches** & designed **360° ATL & BTL Campaigns** including **Digital Marketing, Brand Strategy, Social Media campaigns, Content & website development** for corporate & investor relations.

58% revenue growth by analysing market performance metrics, Data BRAND repositioning through **360° communication strategy & uplift VAS revenue by 160% through** Effectively driven **Social Networking Sites** targeted **campaigns** for VAS adoption.

Triggered >400% Customer Base addition - through re-launch of **'Telecenter Product'** for youth empowerment and **Mobile Data Brand 'iZap'**; **4 new sub brands, 6 New States & 20+ new branded stores launch** with robust marketing and promotions.

Alliance & Affinity Branding: Brand tie-ups with **Dell, Nokia, Acer, Huawei, Motorola, Haier** etc. initiatives for deeper penetration into the market segments resulting in Brand stickiness with an average **>20% increase** in active subscriber base YoY.

Secured 100% + EBIDTA, managed all social media channels (**Facebook, Twitter, YouTube, LinkedIn**) along with company blog, email marketing campaigns, **SEO/SEM strategies, Affinity network creation, through SNS and targeted mailing campaigns** for awareness & Customer engagement drives.

Played vital role in **Company's listing in Nigerian Stock Exchange**- Managed **Investor Relations** led **media interactions**, and acted as organizations' representative to the media. Holistic **content creation** for **corporate story-telling & Website upkeep**.

DELIVERING MULTIMILLION \$ CAMPAIGNS – NEW PRODUCTS – BRANDS - VAS LAUNCHES – AGENCY RELATIONSHIPS



SENIOR MANAGER – MARKETING | NATIONAL MARKETING HEAD - ABU

TATA INDICOM | Tata Teleservices Ltd. – Mumbai & Ahmedabad

Sep'04– Feb'08

Revenue Driver | Gross Add Rainmaker | Innovative Product Strategy : Brought on board to spearhead the launch Program of New Circle (MPCG) Operations, with rapid attention to key drivers for - market penetration, brand acceptance, and execution efficiency.

Delivered 200%+ Gross Additions, Launched – 150+ New Branded stores, 150+ new towns and 1 New State Operation & EBITA :market expansion plans, demand generation activities within marketing budgets & managing.

Clocked 18% increase in new acquisition keeping Customer Acquisition Cost Product<AOP : Through target based Product & Pricing strategy for all business verticals, promotional programs, **Customer experiences activation programs**.

Secured fastest 1Mn sub-base in the 1st yr. of New state services roll out, through Marketing Strategy, Revenue Enhancement & Profitability and managed **RSAT, and CSAT** scores. Designed research-driven actionable plans for Usage & Retention of customers, through **consumer insights, perception measurement and Trade Marketing**.

Gained 2nd place in TOMA for GSM dominated market managing **ATL, BTL, targeted Digital marketing & Offline Experiential & Corporate Events, Sponsorships** and brand positioning programs for all the business verticals in **B2C, B2B & B2G** market space.

Accountable for **P&L** and the consistent appearance of all company's print, electronic materials, and branding elements across mediums or collaterals. **Innovations in Print and OOH Media** set trends in India for New Brand Launches and **won Awards**.

Collaborate with Finance, SCM, and Sales teams in creating and **negotiating yearly contracts** saving **21% of committed budget** and supplemental proposals and managing account profitability.

NATIONAL HEAD MARKETING – Pay Telephony Business Unit | Nov'07 – Feb'08.

STATE (CIRCLE) HEAD MARKETING – Gujarat Circle | Apr'06 – Oct'07.

REGIONAL (HUB) MARCOM HEAD – Central HUB (Gujarat, MPCG States) | Sep'04 – Mar'06.

NEW MARKET LAUNCH - MULTIMILLION ₹ REVENUE – BRAND MANAGEMENT

PAST EXPERIENCE



ACCOUNT DIRECTOR | REGIONAL BUSINESS HEAD



PORTLAND – J. Walter Thompson [WPP Group International] - Ahmedabad

Jan'02 – Aug'04

- ◆ **Bagged National IOR account of 110 Crs. MYNL; 80 Cr.-“ONLY VIMAL”** in the first yr. and regional new business wins of Pinnacle Industries, Progressive Coaching Classes tactical communications
- ◆ **Innovative Media development – Street Furniture, Introduced 1st Time in India Police-Station Branding, ‘No-Parking’ signages and RWA Society branded Signages.** Managed Team of 18 - West Region operations.
- ◆ **Serviced & won Advertising innovations for IDEA Cellular, Media Buying & Operations Efficiency for HPCL -POWER, Wagon-R(Maruti Suzuki Ltd.), Excellence in Account-Management** generated additional media buying business for branding properties.

(Promoted from State Head to Regional Head)

SENIOR BRANDING CONSULTANT | REGIONAL HEAD



PIMESITE - Mudra Communications Limited – Mumbai & Ahmedabad

Jan'00 – Dec'01

P&L, Client Servicing, Advertising, Media Buying & Operations – Zee Media, IDBI, L&T Cements.

- ◆ **New Business Development and Media Innovations – winning Cranes Award Nomination for MNYL client, Barter & Negotiation, ‘ONLY Vimal’ and ‘SBI Credit Cards Launch’** Retail brand Identity program across India.
- ◆ **Managed Team of 5** – West Region Operations

(Promoted from State Head to Regional Head)

AREA SALES & MARKETING MANAGER | STATE HEAD



HELLO MINERAL WATER (Aryan Beverages Private Limited) - Bhopal

Apr'98 – Dec'99

Responsibility of P&L, B2B, B2C & B2G sales & Business Development operations, Franchisee ROI and sub-franchisee Roll-out, Product Development, Tactical Corporate Events, Branding, Service Camps.

- ◆ **Instrumental in 26% market share** through designing **Consumer product Launches, New Revenue streams** along with **Brand Visibility Enhancer and reach augments** for the company.
- ◆ **Achieved 210% increase in market placement and new retailer penetration** in the tier 2 & 3 markets through Strategic Brand Alliance with the world's Leading beverages band **Coke**. Managed a **Team of 38**
- ◆ **Designed & implemented sub-Franchisee & master distributor model** for market expansion in **Malwa, Mahakaushal and Chhattisgarh** region

(Promoted from City head - State Head)

AWARDS & RECOGNITIONS



◆ STARCOMMS PLC.:

- **Award Wins:** winning **NITTA** (Nigeria Information Technology and Telecommunication Award) for **“iZAP”** as **“Best Telecom Brand” & “Innovative Data Product”** consecutively for 3 years, **2008, 2009 & 2010**;
- Won International award ‘Starcomms iZAP’ as **“SUPERBRAND Award - 2010”** in West Africa.

◆ TTSL: Nationwide Recognition:

- Entry into **“LIMCA Book of Records”** with the highest contribution of **Tata Indicom’s 115+ Branded Retail Stores** launch in a record time.
- Received **Departmental Head’s recognition** for achieving the **highest ESAT scores** and **Brand TOMA** among all circles. **CEO recognition** for New Brand rollout Competition.

- ◆ **JWT (Portland): Agency’s National Award Wins:** for **“Silver for Best Media Value - 2003”**; **“Best Media Innovations ‘2002”**; **“Outstanding Branch Operations ‘2003”**.

- ◆ **Mudra:** Honored with the **Chairman's appreciation** for efficiently managing the Project "Route to Counselling Centre and Event Branding" for the prestigious launch of "DA-IIIT"- Reliance Group.
- ◆ **ABPL:** Franchisee Owner & Brand Owner Sales GM Award "**Best Salesman of the Year- 1999**" for effectively managing Franchisee Top-line and achieving the team's sales targets year on year.

PERSONAL

- ◆ **Cultural acumen** with career-long history worked across the length and breadth of India (**Mumbai, Gurgaon, Ahmedabad, Bhopal**) and in **African markets (Nigeria & Tanzania)** adapting to the rapidly changing environment.
- ◆ **Interests:** Football, Travelling, Networking, Listening to Light / classical Music, and **My Family**.
- ◆ **Age:** 52 (running)
- ◆ **Associations:**
 - **Indian Society for Training & Development (ISTD) NPO**– National Council, 'Industry Committee' & the 'Life Member'
 - **Honorary Secretary** [RWA- Sakar CHS Ltd.], Management Committee member for 10+ years.
 - **Visiting Expert Management Faculty** in various Management Institutes and Universities; **Faculty Board Member** – Charusat Institute of Management. Start-up Mentor and University Incubation Centers, Industry Expert .
 - **ROBIN HOOD ARMY (NGO)**– Food Volunteer.

LANGUAGES:

				
ENGLISH	HINDI	GUJARATI	PUNJABI	MARATHI