

DEVADAS KRISHNAN

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PROFESSIONAL SUMMARY

Visionary business leader with 20+ years of experience driving digital transformation, operational excellence, and profitable growth in technology, telecom, and consumer sectors. Proven track record in achieving multimillion-dollar revenue growth, operational efficiency, and team development. Adept at leveraging emerging technologies such as AI and ML for digital transformation, and implementing market expansion strategies successfully to scale businesses globally. Strong P&L management skills and a visionary leader committed to innovation and stakeholder engagement.

KEY ACCOMPLISHMENTS

- Planned, developed and launched a Direct-to-Consumer Business in 45 days
- Turned around a high-burn Edtech venture to breakeven in 12 months
- Scaled up a hyperlocal-grocery startup to #1 grocery player in less than 4 months
- Grew the data revenue of a leading telecom player 5X in 2 years
- Built a HR SaaS product and scaled to 35 paying enterprise customers

CORE COMPETENCIES

- Strategic Planning
- Business, & Digital Transformation
- P&L Management
- Digital, & AI Strategy
- Revenue Growth, & Optimization
- Stakeholder Engagement
- Team Leadership, & Development
- Cross-functional Collaboration
- Compliance, and risk management
- AI/ML Product Development
- Global Expansion, & Partnerships
- Brand Building, & Marketing
- Fundraising, & Investor Relations

SKILLS AND TRAITS

- Communication
- Collaborative
- Business Acumen
- Leadership Quality
- Decisive
- Data Driven, and Analytical
- Structured Problem-solving
- Stakeholder Management
- Coaching and Mentoring
- Empathetic
- Punctuality
- Blue Ocean Thinking
- Positive Thinking

PROFESSIONAL EXPERIENCE

FOUNDER & CHIEF EXECUTIVE OFFICER

Brihaspati AI, Deepmynd Innovative Technologies Pvt Ltd | Oct 2023 - Present

- Spearheading Brihaspati AI, a next-gen AI app using generative AI, large language models, and Vedic knowledge to target Gen Z and Gen Y.
- Led a team of AI/ML engineers, product designers for a Q3 '24 launch.
- Only Indian AI startup to be selected by Sweden's Next AI to their 8-startup cohort

CHIEF EXECUTIVE OFFICER

IndiaDotCom (100% subsidiary & digital arm of Zee Media Group)| Jun 2022 - Sep 2023

- Grew digital revenue to \$30M in the first year as CEO, achieving positive EBITDA and reaching 300M unique monthly users.
- Reduced debt to near zero, DSO by 30%

- Scaled digital infrastructure to serve 1.2B monthly page views to 300 M users
- Established multi-million-dollar syndicate partnerships and expanded content to Connected TV and FAST networks.
- Developed and implemented AI/ML-driven product roadmap that launched 3 new digital properties

VICE PRESIDENT & HEAD, DIRECT-TO-CONSUMER BUSINESS

Symphony, India | Sep 2021 - Jun 2022

- Built a direct-to-consumer (D2C) ecommerce business to \$10M revenue with positive EBITDA in year one
- Hired and coached a multi-disciplinary team
- Drove customer acquisition strategies, building a sustainable customer retention model for Symphony's online platform.

CHIEF EXECUTIVE OFFICER

MySchoolPage, India | Oct 2019 - Aug 2021 (EdTech Startup)

- Transformed business, reduced burn rate from 10:1 to 1:1, and grew revenue by 500% and while reducing costs by 50% in 12 months
- Secured interest from over 10 institutional investors
- Achieved NPS score of 60 and 30% MQL to SQL conversion
- Expanded business to newer global markets

CO-FOUNDER & CHIEF EXECUTIVE OFFICER

HandyTrain, India | Dec 2016 - Jun 2019 (HR SaaS Startup)

- Built the entire leadership team, raised \$2M in funding, and led business growth of 14X in revenue and 10X in average order book size.
- Reduced the sales cycle from 12 months to under 3 months, achieving operational break-even within 24 months, successfully expanded the product to global markets
- Helped raise \$1M in Seed and \$1M in Pre-Series A funding.

PRESIDENT & CHIEF OPERATING OFFICER

Peppertap, India | Jun 2015 - May 2016 (Online Quick Commerce Startup)

- Expanded operations from a single suburb to 37 major cities within 4 months, hiring and training 8,000+ employees, establishing 225 operational hubs, & securing 250+ vendor partnerships
- Achieved a 200X increase in daily order volume, scaling from 200 to 40,000 daily orders in 4 months
- Achieved exemplary operations metrics - 99% on-time delivery and fulfilment rate, reducing burn per order by 75%, Lowered customer complaints from 2% to 0.8% of total orders.
- Helped raise \$10M in Series A and \$35M in Series B funding.

VICE PRESIDENT AND CHIEF MARKETING OFFICER

G4S Corporate Services, India | May 2014 – June 2015 (Facilities Management Company)

- Led the Marketing, Branding, and Product teams; worked closely with the CEO on corporate strategy and organizational transformation.
- Conceptualized, created, and launched sales and marketing kits for all G4S India service lines.

- Designed and executed a lead generation strategy that generated over 100 enterprise leads in a month
- Developed a new product offering—Secured Transport Services—achieving \$1M in revenue in the first year.

DY GENERAL MANAGER & HEAD, MOBILE DATA AND DEVICES

Vodafone, Mumbai, India | Jun 2012 – May 2014 (Telecom Operator)

- Held P&L responsibility for the Mobile Data & Devices portfolio, generating \$95M in revenue (16% of Vodafone Business Solutions' revenue).
- Led cross-functional teams, managing partnerships, sales channels, vendor relationships, and supply chain for devices with OEMs such as Samsung, Nokia, Blackberry, & HTC.
- Drove a 4X increase in data revenue within 15 months by introducing eight new products, contributing to 60% of total data revenue.
- Increased smartphone penetration from 28% to 50% via bundled device partnerships.
- Developed and implemented a customer support framework and introduced industry-first solutions like lease financing and managed devices for enterprise clients.

SENIOR MANAGER - MARKETING AND OPERATIONS

Microland Ltd. Bangalore, India | Feb 2008 – Jun 2012 (Remote IT Infrastructure Services)

- Led Digital Marketing function, Social Media presence and Web analytics; Collaborated with the sales and pre-sales team on RFPs resulting in a healthy pipeline valued at US\$ 15m

SR. MARKETING MANAGER

IMImobile Ltd. Hyderabad, India | Jun 2007 – Feb 2008 (Telecom Value-Added Services)

- Singlehandedly overhauled the corporate website, deployed analytics, setup corporate intranet and workflow management, set up Marcomm and PR agencies for Domestic & International, Built telecom sector analyst relationships both in India and abroad

MANAGER MARKETING

Arcelor Mittal International Dubai, UAE | April 2006 – Jun 2007 (Iron and Steel manufacturer)

- Sub-Core Team member in- charge of achieving synergy & management gains post Arcelor-Mittal merger; Export sales for two mills and Sales operations for India – closed \$100m deals in 3 months.

PRODUCT MANAGER

BPL Mobile Cellular Ltd. Pune, India | Sept 2003 – June 2004 (Telecom Operator)

- Managed VAS, Interconnect & Roaming products; Generated circle revenue worth \$7mn per annum (35 % of the total revenue); Increased VAS Average Revenue Per User (ARPU) by 51% in a record 6-months' time

ENTREPRENEUR

Endura Corporate Consultants Ltd. Cochin, India | Aug'97 –Aug 2003 (IT services startup)

EDUCATION

- Post Graduate Diploma in Management (MBA), Indian Institute of Management Ahmedabad (IIM A) - Selected as the Head of Student Body (600 students)
- Bachelor of Laws (LL.B), Law College Kochi - Corporate Law Specialization