**Manny Basnyat**

**MSc. IBM, UK**

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**PROFILE**

MSc. International Business Management degree holder from University of West London, The Claude Littner Business School, UK, Manny has thorough experience in Product Development and Management. Having spent over 3 plus years at Swedish Multinational Telecom, TeliaSonera as a Senior Product Manager in the Core Product and Services Department, Manny brings length and breadth of experience in End to End Product delivery from Ideation to Business Case development, Market Segmentation, Go-to-market plan, Launch, Product Lifecycle Management and Customer Journey/Experience Mapping. With strong business acumen acquired in Telecommunication Product Management across a market size of 14 million B2C customers alone, Manny has acquired relevant trainings from Product Management, Product and Pricing Strategy to Business Intelligence tools like Tableau and Vertica. Manny is currently working as a Product Manager for Aria Technologies in Melbourne for over a year.

**SKILLS and RESPONSIBILITIES**

**Product Management, Planning and Execution**

Developed and launched 5 successful new products in the tenure across a B2C customer base of 14 million customers and B2B customer base of 600k. Major products being Voice/Data Bundles, Night Data Pack, Mobile (Device) bundle and FTTP B2B product.

* Initiated Product idea backed by Business Intelligence report on B2C customer behavior and Market Research, to create a consumer fitting appealing product.
* Applied market research methods like SWOT and PESTLE analysis for Market Scoping and Porter’s Five Forces Analysis to assess Market Competition.
* Formulated Business Cases with Best, Normal and Worst case scenarios (Sales/Revenue/Unique user) forecasts for Product adoption based on consumer behavior data from Business Intelligence.
* Produced Product Value Proposition (Pricing Strategy) that created a win-win for consumers and the company as well gave unique advantage (value/service) to the consumers. (*Night data pack: A data plan that gave discount to Internet users at Night*)

**Product Roadmap and Go-To-Market Strategy**

Prepared Product Roadmap in partnership with Core Product and Services team including Marketing Communications and Sales team for the year 2015 and 2016 with over 12 products bringing 1.5 million new unique customers with a market share of 57% and NPS score of over 80.

* Created annual Product Roadmap with quarterly breakdowns, defining targets and KPIs as well as Long Term Strategic Projects with three yearly and five yearly plans.
* Drafted Go-To-Market (GTM) Plan of the product with close association with the Marketing Communications team (ATL/BTL strategy) and Sales team (Regional sales targets).
* Launched Loyalty (Points-per-minutes) based Customer Campaigns as well as Seasonal Campaigns (Monsoon) to boost revenue meeting year-on-year KPIs.
* Carried out Market Research on Competition in partnership with Market Research partner as well as in house Business Intelligence team.

**Teamwork, Leadership and Communication**

* Teamed up with Marketing Communications and Sales department to discuss and agree on Campaign/Product Marketing concept and Sales Strategy for both ATL/BTL Products/Campaigns
* Lead Commercial Team of 28 in Annual Townhall meeting by presenting Product/Services performance for the year 2015 highlighting AOP (target) vs Actual figures.
* Presented Weekly reports on Hygiene check and Product performance and made/imposed corrective action where need be to maintain smooth movement along KPIs.
* Drafted detailed Pre and Post Campaign/Product launch reports along with periodic reports highlighting on product performance and circulating them to relevant stakeholders.
* Utilized communications and emotional intelligence skills to work with ease with different stakeholders from around the world, carrying out positive discussions around the community engagement space

**Liaison and Internal/External Stakeholders management**

* Developed requirements and worked in partnership with Product Configuration (Technical) teams to configure and Test products before the launch.
* Worked alongside various teams from legal, procurement, fraud and revenue, technical, marketing communications, corporate communications and customer relationship management to ensure company standards and policies are met.
* Liaised with vendors/external channels for company requirements and carry out pilot and trials issuing Request For Proposals (RFP) working alongside the procurement department.
* Got approvals from the Telecom Regulatory body for Product/Campaign launches and abode by their policies in the existing competitive market.

**WORK EXPERIENCE**

**Jul 2017 – Current Product Manager**

**ARIA TECHNOLOGIES**

**Melbourne**

**Responsibilities**

* Development of business cases and marketing plans
* Implementing and monitoring the progress of business plans, and sales and product campaigns
* Co-coordinating product life cycles, pricing reviews, branding and operational requirements.  This includes managing the full development lifecycle of the product range
* Working closely with technical and sales departments to bring together new product offerings
* Identifying new marketing opportunities and analysing competitor activity
* Formulating and recommending appropriate business plans and strategies from market intelligence and research projections.
* Projecting sales forecasts and monitoring inventory levels - including monthly forecasts and orders to various suppliers
* Co-ordinate and assist in the preparation of promotional campaigns materials, correspondence and reports
* Establishing pricing strategies and discount policies
* Developing sales/marketing collateral including copywriting, design and production of brochures
* General liaison with partner channel and various product suppliers
* Compiling reports, including monthly market share reports and other marketing related reports

**Mar 2014 – Jun 2017 Senior Product Manager (Core Products and Services)**

**TeliaSonera**

**Ncell, a part of TeliaSonera, Sweden**

**Kathmandu**

**Responsibilities**

* Formulated value proposition and launched mobile/fixed telecom products.
  + Device bundled pack (Mobile device bundled with voice and data)
  + Twenty20 Pack (first bundled product in the market with voice and data)
  + Night Data Pack (unique product with competitive advantage)
  + Fiber To the Business (across 2 shopping malls in the market)
  + Fiber To The Home unlimited internet package for SME segment
* Assisted Commercial manager with Product Roadmap and Product Strategy planning
* Drafted Business case for mobile/fixed telecom products
* Conducted UAT in test bed for various products before launch
* Designed Go-To-Market strategy for mobile/fixed telecom products
* Conducted Pre, Post and Periodic product/campaign performance evaluation
* Managed new business in the form of Fixed Broadband – Fiber To The Home
* Met individual targets and KPIs for data revenue and subscription

**Achievements**

* Selected by TeliaSonera as Ncell, Nepal’s ‘dare trainee’ for the presentation on “Next Generation Telco 2020”
* Created Nepal Telecommunications market’s first bundled product bundling voice and data working for Ncell
* Trained customer service representatives by formulating Ncell’s much appreciated “Product Sales Pitch” with product selling technique and customer handling approach.
* Exceeded employer expectation by surpassing data revenue, subscription and NPS targets

**Aug 2014 – Jan 2015 Project Coordinator**

**ARUP**

**London, United Kingdom**

**Responsibilities**

* Collected information on community engagement projects from Arup’s global operations in Americas, Australasia, East Asia, UKMEA and Europe and administered content writing of Arup’s community engagement website
* Worked closely with community engagement experts from all regions of Arup to collect data on their projects, news, partners associated and approach
* Teamed up with external web development team to work on the aesthetics of the website and handled the back end of the website
* Assisted Arup’s community engagement head by communicating current plan and future approach to all relevant stakeholders across Arup offices

**Achievements**

* Moderator of the team that published Arup’s first ever community engagement website, arupcommunity.org ([www.arupcommunity.org](http://www.arupcommunity.org))
* Created a platform via website to encourage future partnerships between Arup and the community

**EDUCATION**

**2012 - 2014 MSc. International Business Management (Merit)**

The Claude Littner Business School

University of West London, UK

**2007 - 2011 Bachelor of Engineering in Electronics and Communication**

Kathmandu University

Kathmandu, Nepal

**PROFESSIONAL ASSOCIATION**

**2009 Researcher and Student Leader**

**Musashi Institute of Technology**

**Yokohoma, Japan**

* + - Field studies program for Sustainable Development with research in Alternative Energy Sources, Community Forest and Environment Education.

**2009 Team Member**

**6th South Asian Economics Students’ Meet**

**Dhaka, Bangladesh**

* + - Presented paper on: Multilateral and Regional Integration: Learning from Free Trade Agreements (FTA’s)

**2010 Team Nepal Leader**

**7th South Asian Economics students’ Meet**

**Colombo, Sri Lanka**

* + - Presented paper on: Money and Economic Freedom; Access to Sound Money

**RESEARCH PROJECT**

**MSc. International Business Management**

* Basnyat, M, 2014, ‘Stakeholder Analysis: Perceived visibility of CSR, A case study of John Lewis Partnership’, UK: The Claude Littner Business School, University of West London

**Bachelor’s degree in Development Finance**

* Basnyat, M, 2011, ‘Understanding and Application of CSR in Nepal: A case study of three selected business companies’, Kathmandu: Department of Arts, Kathmandu University

**LANGUAGES**

* English: Native or Bilingual proficiency
* German: Limited working proficiency
* Nepali: Native or Bilingual proficiency
* Hindi: Professional working proficiency

**VOLUNTEER EXPERIENCE**

**National College, Center of Development Studies**

**Student Union President,** Kathmandu, 2010

* Chaired the team that organised ‘1st Inter College Futsal Tournament’, 2010
* Carried out monthly meeting with Union members and college faculty regarding existing problems and improvement areas.
* Chaired the team that organized “Development Studies Day, 2010”

**National College, Center of Development Studies**

**Student Union Sport Coordinator,** Kathmandu, 2009

* Chaired the team that organized “Annual Sports Week 2009”
* Member of the team that conducted timely educational/recreational excursions and sport activities.

**Rotaract Club of Kasthamandap RI District 3292**

**Club Service Manager**, Youth wing of Rotary Club of Kasthamandap, 2008-2010

* Developed strategies for recruiting new members and updated current members profiles
* Encouraged new members to participate in club activities and propose new ideas
* Emphasized team building and networking activities within and outside the club

**Sanogaucharan Youth Club, Kathmandu**

**Football Coach**, Age group 10-14, 2007-2008

* 2 hours of training for young aspirant footballers
* Weekly match with other teams from the valley

**REFERENCES on request**