

Profile

Personal Information

Name	Devender Prakash
Title	Global Business Development and Technology Strategist/IT Business Head Driving P&L Growth Channel Partner / Strategic Alliances National / Regional Leadership Business Growth
Location	Gurgaon
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Background

Summary

An enterprising career span of 18+ years, which includes Global/national/regional leadership of business/product verticals demonstrating initiative, inventiveness and ambition. During my corporate career, I have been associated with reputed IT industry leaders like Panasonic India, Brightstar Telecommunication India, Trimax IT Infrastructure & Services, Tadiran Telecom LP, Reliance Communications and Lloyd Infotech.

My key differentiators are setting up, turning around and scaling up the business performance of product verticals/business entities, delivering on revenue/profitability/operational targets, delivering operational excellence and maintaining/building strong relationships with channel/trade partners and internal/external stakeholders.

Proficient in setting up robust distribution/channel networks and managing and developing the channel partners to jointly achieve the common business goals. Other areas of expertise include but are not limited to product development, product launches, marketing/promotions, service operations, customer satisfaction and team management and development.

I believe in the power of fostering collaboration, empowering performance & driving excellence across business domains for delivering results in a constantly evolving business environment. I lead teams & develop organization capabilities towards achievement of long & short terms goals.

Experience

Company Name	Panasonic India
Title	Head – EPABX and Unified Communication(India& SAARC)
Location	Gurgaon
Time Period	April 2019 – Present
Description	

Driving P&L ownership which includes end-to-end business growth and expansion, sales and marketing responsibilities for the EPABX & Unified Communications vertical spanning India & SAARC countries (Nepal, Bhutan, Sri Lanka, Bangladesh, Burma, Maldives, and India) with a globally distributed cross-functional team of 24 resources. Reporting to VP – SSD (Service Solution Department) – India & SAARC.

Business Growth

Delivered a growth rate of 20% and surpassed both top-line and bottom-line targets.

Leadership Roles

As part of various leadership Steering Committees responsible for presenting vertical business revenues, profitability, and projections to the BOD (Board of Directors) comprising of C-Suite leaders.

Member of the Executive Decision Making team involved in formulation of long/short term business growth and market leadership strategies and action plans in alignment with the overall corporate vision and goals.

Strategic Initiatives

Joined the organization with the mandate of strengthening the business vertical and establishing a growth trajectory:

Addressed challenges related to low regional market share, high inventory of slow moving materials, and successful launch of new products.

Engaged in new product development right from conceptualization to monetization; scaled up the product portfolio in line with the latest and emerging Voice based IP Telephony technology:

Company Name	Brightstar Telecommunication India Limited
Title	National Head – Cloud Business
Location	Gurgaon
Time Period	Aug 2017 – March 2019
Description	

I was responsible for end-to-end P&L ownership responsibilities for the Cloud Business with accountability for business growth, profitability, technology innovation and integration, process improvements, cost optimization, vendor/partner/OEM alliances, product development and launch, stakeholder and team management.

I was mandated to set up and establish the Service Segment on the Cloud platform. This included defining the vertical's strategic and operational framework including the processes, policies and systems.

Some of my key achievements/initiatives have been – developing and launching various new products in coordination with OEM partners, building a robust network of channel partners comprising of ISP, telecom, SI, AV Integrators and Web Developers, forming strategic alliances with vendors/3rd party vendors for providing data center set up, CRM management, customer support and technical assistance and more.

Company Name	Trimax IT Infrastructure & Services Limited
Title	Regional Head –Channel & Alliance, North and West India
Location	Delhi
Time Period	Feb 2016 – Jul 2017
Description	

A regional role wherein I was heading business growth, market expansion, sales and product management responsibilities.

Under my leadership, strengthened the channel/strategic alliance network in North and West India, retained key customer accounts, revamped the channel strategy on a regional level, built alliances with leading SIs and consultants, developed and launched new products for datacentre, cloud Infrastructure and IMS (Infrastructure Management solutions), organized and launched IoT products like Vehicle Tracking system and Home surveillance in Indian market

Company Name	Tadiran Telecom (TTL) LP
Title	Regional Director-Sales and Marketing, North & West India
Location	Delhi
Time Period	Jun 2012 – Feb 2016
Description	

In-charge of direct & channel sales across the Indian and overseas markets, business acquisition, profitability growth, channel partner management and development and team management.

Successfully met the defined business targets, managed various key customer accounts, and established new channel partner and strategic alliances with various OEM and SIs.

Company Name	Reliance Communications Ltd
Title	Account Manager - Enterprise
Location	Delhi
Time Period	Apr 2008 – May 2012
Description	

Growth Path:

Account Manager-Enterprise (Apr 2008 – Jun 2011)

Senior Manager – Corporate Wireless Group (Jun 2011 – May 2012)

Grew the Enterprise Business by building sustainable connections and securing large-value orders from new SME customers for data, voice and data centre solutions (leased lines, MPLS/VPN, mobile and fixed wireless phone connections, etc.). Served as a trusted advisor and ensured timely delivery and implementation of solutions in coordination with internal teams, which increased customer satisfaction.

As Senior Manager – CWG, spearheaded planning, budgeting, and sales and marketing strategies for portfolio of high-speed and 3G data cards as well as GSM and CDMA mobility solutions. Acquired new customer accounts, promoted new products and expanded business in existing accounts. Developed key account relationships by introducing a key account monitoring program which was appreciated by the clients and Reliance.

Won several recognitions from senior management, including *Best Key Account Manager*, *Best Employee* for performance in account acquisition and revenue generation, *Best Team Leader* and *Best Team Member*.

Company Name	Lloyd Infotech Pvt Ltd
Title	Business Development Executive
Location	Delhi
Time Period	Sep 2003 – Mar 2008
Description	

This was the start of my career and I was involved in end to end business development activities for products such as internet data centres (IDC), server co-location, dedicated server hosting, shared hosting, domain name registration, document management system (DMS), ERP and diverse software applications.

Education

School:	Chaudhary Charan Singh University, Meerut, India
Dates Attended:	2003
Degree:	B. E
Field of Study	Computer Science

Personal Details

Birthday	February 28
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Advice for Contacting

I am open to networking with like-minded professionals

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(Email is the best way to get in touch)