



## **Braj Mohan Chaturvedi**

Sales Support and Marketing Leader

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**DOB:** January 11, 1979

**A:** 549, Concorde Napa Valley, Gandhinagar, Taralu Village, Kaggalipura, Kanakapura Road, Bangalore

### **Educational Qualifications**

MBA from ICFAI Business School, Hyderabad; MA in Philosophy; B.Sc in Mathematics & Computer Science from St. Xavier's College, Ranchi, Ranchi University

### **Academic Interest**

I have been a visiting faculty and guest faculty at DigitalVidya, ABS, IIPM, GBS, IBS, WLC etc. I have written several articles and edited a few books on branding and marketing. I also write columns for Newspapers.

### **Startup Assignments**

- Designed go-to-market plan for the India's largest mall –SCC, Hyderabad
- Conceptualized and developed cloud telephony and cloud contact centre that is yet to be launched by a Hyderabad based start-up.
- Designed political technology product and data driven political campaign framework.
- Conceptualized and developed smart-Link based campaign tracking system to optimize the online campaign performance. This was designed to measure the marketing outcomes to bring in investment efficacy.
- Conceptualized, launched and managed growth of mFinite Marketing Solutions Pvt Ltd, generated revenue of \$ 450K in the first year of operation.
- Designed, developed and launched real-estate technology product and data driven campaign framework. Also, conceptualized and executed digital ad-strategy for leading Real-Estate companies in Bangalore
- Established the digital marketing vertical of the sixty-year-old traditional agency – Manik Advertisers.
- Developed various e-magazines at Infidirect Tech Solutions Pvt. Ltd., which were merged with the content vertical of Mcounts Consumer Solutions Pvt. Ltd. in an all-equity deal.

**Date**

**Place:** Bangalore, Karnataka

I hold multiple awards winning performances in business and people objectives with a career spanning over twenty-one years - comprising twelve years in leadership positions. I have worked with different industries including - Internet, Print & Publishing, Advertising, Education, FMCG, Shared Services, and Management Consulting.

I have extensive experience in the fields of Business Development, Key Account Management, Media Management, Corporate Communication, Content Marketing, Digital Marketing, Digital Strategy, Digital Political Consulting, Product Launch, Go-To-Market Strategies, Demand Generation, Market Intelligence, Management Consulting, Marketing Operations, and Global Shared Services.

### **Work Experience**

#### **Marketing and Sales Enablement Leader – Global Shared Services**

Xerox Technology Services India LLP. | May 2019 –Till Date

Responsibilities: Digital Transformation, Digital Strategy, Digital Marketing, Sales Enablement, Stakeholder Management, Shared Services Management, Transition Management, Business Transformation Management, Planning and Execution of Projects - monitoring of resources, schedules, time utilization, delivery, escalation management.

#### **Co-Founder and Chief Marketing Officer**

Infidirect Tech Solutions Pvt. Ltd. | Nov 2012–April 2019

Responsibilities: Marketing Strategy & Consulting, Digital Strategy, Digital Marketing, Digital Consulting, Go-to-Market Planning, Media Planning & Buying, Alliances and Partnerships, Business Development, Training, General Management, Managing P&L

#### **Asst Vice President**

Netcore Solutions Pvt. Ltd. | January 2012–October 2012

Responsibilities: Digital Strategy, Digital Marketing, Alliances and Partnership, E-Mail Marketing, Mobile Marketing Innovation, Business Development.

#### **Consultant - Digital Marketing**

Adverteaze Marketing Consulting | December 2008 – January 2012

Responsibilities: Digital Media Consulting, Digital Political Consulting and Campaigning,

#### **Consultant – Customer Insight**

Accenture Services Pvt. Ltd. | August 2007 – December 2008

Responsibilities: Marketing strategy, Pre-Sales consulting, Change Management

#### **Asst. Manager - Marketing Development**

PepsiCo India Holding Pvt. Ltd. | January 2006 – August 2007

Responsibilities: Trade promotion, Agency management, Regional marketing, Budget management

#### **Account Manager**

Monsterindia.com | November 2004 – October 2005

Responsibilities: Key Account Management, Account Retention

#### **Associate Consultant**

ICFAI University Press | January 2002 – November 2004

Responsibilities: Business Planning, Corporate tie-ups, Digital Marketing, Copyright Management.

**Signature**

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