

**SUMMARY**

Collaborative Leader **19 year's** exposure in Research based Market Construct, Operations, solutions & strategy.

**Industry Verticals:** IT Infrastructure, Cloud, Broadcasting Media SATCOM, Telecommunications, Power Electronics, Communications Equipment Manufacturing (OEM & ODM), IoT.

Possess blend of techno commercial skills in the areas of;

- |   |                                    |
|---|------------------------------------|
| ➤ LCO,MSO, Satellite Teleport, DTH Placements   | ➤ Product Portfolio Management     |
| ➤ Solution Design (BID-RFI/P/Q) and Delivery    | ➤ Distributed Team Management      |
| ➤ IT, Telecom, SATCOM, OTT, Business Enablement | ➤ Vendor/ ISV/ Alliance Relations  |
| ➤ Customer Satisfaction allied P&L              | ➤ Stakeholder Lifecycle Management |

**Functional** : — Micro Soft Visio, PPM, ECI- NMS, IBM tools, Adobe. Microsoft Office.

**Processes** : — Agile (CA Central Rally), PPM, Quick.

**EDUCATION**

Master of Business Administration from SV University

Bachelors Degree in Statistics, Economics, Accounts from SV University

**EXPERTISE**

- Create a complete Consumer and partner Value eco-system Consumer need based Product, Platform and Propositions development
- Consumer acquisition and monetization Consumer Programs – Go-to-Market strategy and execution Business Growth Consumption growth, ARPU, ARPA, EBITA, CSAT, DSAT allied Profitability.
- Business Operation Efficiency Brand Activation, Amplification & Elevation Integrated marketing campaign (Online & On-ground - Organic & Inorganic)
- Exposure in building Business relationships with Across 160 Plus Media Houses ISVs, MSO,DTH, Satellite teleport, Telcos OEMs, CDN, Distribution Partners
- Hands on Experience dealing with Top CDNs /Cloud companies
  - **Product Teams:** Bitgravity (Tata Communications), Octoshape ( Akamai), 5 Cents CDN,ACF
  - **Hardware OEMs:** Geniatech, Divdvb, Shangai (China), Smart stream, Harmonics, DELL, HP allied differential strategies and Sales pitch.
  - **ISVs** : Adobe, Karthavya, Liveu, TVU, Posflix (SA)
- Acclimatize, in depth knowledge in building relationships with internal and external stakeholders.
- Technical knowhow of Streaming and networking protocols like RTMP, RTMPT,RTSP, TCP-IP,UDP,ICMP, HLS,HDS,DASH, and how to deal with ISPs to optimize IP route when there is AS, First and last 5 Hops routing, ABR,MBR,VBR, BGP, TCP environment conflicts to reach QoE allied CSI score.
- Expertise in Project & Program delivery and Revenue Realization from **Media Delivery, CDN, MPLS, EPL, IP &TDM** Voice, IoT,M2M, AI,L2/IP Multicast (MSO Head end to LCO Solution), Eo-SDH/ Teleport (TV up linking) Xpress VPN, V-Sat, Global Network Services, Global Managed Services and Cloud.
- Skilled in **suggesting appropriate business as well as technology-based solutions** for enhancing functional efficiency of the organization and achieving business excellence ROI

**ACHIEVEMENTS**

- Received **Star Award from BU Head**, 2013,
- Received **CEO Award- 2008 & H2 Star Award-2010** from **CEO**
- Received **Tiger of the Quarter award for eight consecutive Quarters** - 2007-2011
- Successfully oversaw the start-up and development of AP Regional **Managed Services Product portfolio from ₹0 to ₹180 million Y-O-Y revenue**,

- 
- Explored new Markets: Build and Operations at **16 Costal States** in India. – 1999-2006
- Received **letter of Appreciation from Director- Fisheries Haryana State** as FWPCP Project Coordinator (NABARD and ARTI (Dept of Fisheries) for highest produce.
- As PAM achieved **43% overall team Contribution** with the help of 3 Channel Partners as a Change Enabler.
- Essayed Key Role by Solution, acquiring and implementing: **IP/L2 Multicast**, (M2M/IoT) ,Xpress VPN Solution Integrations.

## CORE COMPETENCIES

- Managing relationship with stakeholders, keeping stakeholders informed of progress and issues in order to manage expectations on all project requirements and deliverables
- Interfacing with clients for business need gathering, conducting Business Problem statement analysis and finalizing technical/ functional specifications and high level design documents for the Business.
- Adherence to the designated objective allied guidelines.
- Ability to go deep enough on technical aspects to differentiate between varied data storage services end to end algorithms of Media delivery right from the (Encoder) Ingest point Accelerated Media Distribution till delivery streams.
- Reviewing existing systems, business requirements and facilitating the implementation of new systems/ processes, in line with the overall business goal and strategic objectives
- Developing innovative and cost-effective solutions to enhance competitiveness, improved customer service delivery and offerings to achieve incremental revenue as an effective change catalyst for growth
- Monitoring delivery of high-quality customer experience while adhering to Delivery and SLAs to manage cost-effective operations

## WORK EXPERIENCE

**From JAN 2020 to till date**  
**Broadcast Media Consultant**

### Activities:

- Stand-in Techno commercial operations advisor for Studio one plus, PSSM Media Limited (PMC channel) and others.
- Teleport ,MSO, LCO, DTH, OTT Launching (placements) allied relationship management
- TV Channel perquisites budgeting, planning, provisioning, and operations management.
- Media production and distribution Workflow design and end to end content unlinking automation auto failover.
- Interface between Satellite Teleport, DTH, OTT, CDN Providers and Media house.
- End to End Content management which includes Ingest, PCR, MCR, library Mgmt, but not limited to content agreements, liability declarations, to adhere government statutory compliance ,Regulatory, logo, broadcast laws changing time to time.
- Statutory and Regulatory
- New Satellite channel leasing, licensing perquisites and process flow, MIB, ISRO, Teleport MOUs Wpc Nocc Agreements allied audits.

### Achievements:

- End to end production and distribution setup workflow design and automation.
- Distribution sub base Reached 2.3cr households with the help of 1 DTH , 1 HITS and 32 MSOs
- Collaborative relationships with Major Media houses, MSOs, all DTH operators, Satellite Teleports, ISRO and Telcos

**From APR 18 to JAN 2020 Ideabytes, Inc, Hyderabad**  
**Head – Media Business & Operations**



### Roles and Responsibilities:

- Role involves Leadership level responsibilities towards building Cloud Backed Media business of 16 Million Annual recurring revenues with a team size of 22. Includes Software Developers, Test Automation Engineers, O&M Team and ISVs, SI partners to serve around 160 Satellite Broadcast ,Media channels (Accelerated Media Distribution) and consumers in India.
- Cloud , CDN backed Product, Platform partnerships and Propositions development

- Improved SOW as Broadcast partner for **ANI a major video news content provider** serving 140 plus News channels across globe.
- Understand the unique business & technical requirements of media & entertainment customers and work closely with the internal cross functional development teams to guide the direct of our product offerings to our largest and most complex customers QoE, allied CSAT.
- Collaborating with internal and external stakeholders to develop and maintain organizational strategies, operational efficiency, and proposals for increasing technical efficiency to enhance profitability.
- Holding CxO, VP Level Engagement over 160 Media Houses, Commercial Satellite Teleports, OTT, OOH, ISVs, OEMs, Broadcast Media Entertainment Companies.
- Relationship management includes ISVs, CDNs /Cloud companies Product & commercial Teams:- Bitgravity (Tata Communications), Octoshape ( Akamai), 5 Cents CDN, ACF allied differential strategies and Sales pitch.
- Brand Activation, Amplification & Elevation
- **Focus:** Product Innovations lifecycle , Application Development, linked Profit & Loss
- **Products:** CDN backed Media Distribution (OTT, OOH, Acceleration, VOD and Live Streaming), Satellite, Application development, Social media Acceleration.

#### Achievements:

- To achieve Operational Efficiency Successfully Transformed CDN platform from Octoshape (AKAMAI) to Bit gravity (Tata Communications) with zero technical impact allied Massive cutback of Input cost.
- Essayed key role while identifying negotiating finalizing alternative CDN partners like 5Cents CDN, AWS elemental, AKAMAI MSL3, 4, to have a backup during transition.
- While creating Sustainable revenue model Fine-tuned Process Improvement Programs of work Introduced Stakeholder DOA, Knowledge Repository Management docket, Responsibility Matrix, CSI,
- fine-tuned Product based Sales platform towards Demand based Product innovations
- **New Products Activated:** CDN Backed Satellite First mile, White listed Social Media Acceleration App, White listed Integrated Application for Android, iOS, Android TV, WEB, iframes with In-depth Analytics and AI.

**From Jan 15 to Mar 2018 NeXt Generation Technology, Inc, Arlington Heights, IL, USA**  
**Solution Architect & Sales Consultant**



#### Roles and Responsibilities:

- Acquiring new business clients that require our software product engineering in a “Connected” and iterative approach to solve strategic business objectives that will enable them to compete in the digital economy.
- **Focus:** Product Engineering, Digital transformation, Application Development
- Ensuring Efficient and Effective Management of Engineering Delivery Plans that meet stakeholder expectations in terms of time quality and scope, Acts in Governance Role ensuring engineering process are adhered to as part of Product lifecycle.
- Collaborate with client management executives, Legal finance, delivery and solutions teams to support the structuring, negotiating and closing of new strategic partnerships.
- Conduct feasibility study on business requirements/ RFP/I/Q, scan, evaluate. Collaborate and Integrate outcomes from work streams: solution, legal, commercial, Program, Delivery teams to ensure clear and realistic deliverables with milestones on Proposal Design and Management.
- Contribute to the ongoing development of Bid best practice, proactively refine and develop tools and templates and contribute content to the Bid Advisory repository.
- **Products:** Digital transformation Application development, Process Automation, ICT front
- **Tools :** Microsoft Visio, Office, Adobe, Rally (CA Agile Central), Sales force Service Cloud,

**Offshore Assignment Jan 15to April 16:**

**Client: M/S VMC Systems Limited, Hyderabad, India (Original Equipment & Original Devise Manufacturer)**



#### Roles and Responsibilities:

- Heading Digital transformation Project to streamline Plant Operations to achieve Monetization and efficiency objectives
- Role involves Plant Business Operations but not limited to SCM, PCM, DCM fine-tune to achieve sustainable Product Sales Cycles and Managing Business relations with Telecom Operators, MSOs, LCOs, IPs, STB/ Remote Manufacturers, Traders, Third party F2H to promote Power Electronics (SMPS, Power Adapter, and EV- Chargers) Networking and Market penetration.

- Collaborate with management, Product Engineering, PM, QC, R&D, Production line Managers to meet customer delivery schedule to manage order to cash timelines.
- Process owner for end to end Engineering Product Lifecycle.

#### **Achievements:**

- Performed Deep drive Analysis while designing Supply Chain, Distribution Chain framework Created WBS Element Tag for each micro component in order to maintain sustained Component Feed to the production.
- Revisited Quality Management System gates (QC & QA) introduced QM gates at Inward component before inventory (WBSE Tag), SMT line, and Through hole line adhering Stage gate QMS processes
- Designed strategic framework to establish responsible matrix in order to achieve monetization and efficiency objectives
- Successfully oversaw the restructure and development of this unit from 35 Million GR/Month to 240 Million GR/Month feed.
- Carried out deep dive Analysis to measure production vs Revenue and collaborated with Customers to arrive common point resulted 43million worth Sales returns and 16 Million FG stock instantly converted as Revenue volumes.
- Processes streamlined and Implemented contract agreement forms (MSA) to avoid product acceptance conflicts resulted Zero Sales returns.
- Part of growth strategy successfully introduced Zero day Credit policy In order to achieve working capital efficiency objectives.

**From June'11- Dec2014 Tata Teleservices Limited., Hyderabad, India**  
**Business Enablement & Solutions Manager / Partner Account Manager- Enterprise**



#### **Roles and Responsibilities:**

- Headed Regional **Managed Services Product Portfolio**
- Product Portfolio Management role involves product innovation, integration (ML, M2M, IoT ) Framework design and delivery but not limited to Multivendor collaboration ,Solution Delivery and Service operations to create sustainable Revenue model.
- Portfolio Program Management Role involves Suspect scanning, addressing RFI/RFQ, Solution Engineering, FAN, Bid management Negotiations, Pricing DOA (PPM), WBSE (WBS), SRF, COE, CSO, Service Delivery, Revenue Assurance, Service Assurance, CSAT considering ROE and TOMA (Lifecycle).
- As change enabler essayed key role as **Partner Account Manager** (DIIMS, T-COM, and TTL Premium Partner Accounts) all through Transformation stage.
- As PAM Managed **5million Partner Revenue** base of Network Services, Global Managed Services & IP/TDM Voice,CDN,M2M,IoT, Internet, LSD, SSD, Cloud Account Delivery.
- **Integrated Solutions:** CDN, Unified Communications, **IoT, L2-Multicast, EO-SDH** (content up linking) ,**M2M Cloud, IDC, IP/TDM Voice & DATA, IPLC-CC,GIPVC,M-VOIP, MPLS,PLC (I/D), Riverbed, DSL** (Broadband), Mobility-LSD/SSD,
- **Functional Knowledge:** SFDC,ECI-NMS, CRM, PPM, Provisioning, SA, **Peering NNI, NIXI, POI, Co-built, Latching, 6X, 2, 3,4G, L/UBR, Wimax, SDH, PDH, DWDM. L3, L2, UTM, Duel Stack, BGP, Riverbed, IP-Multicast.**

#### **Achievements:**

- Gained Hands on experience Core, Access Technologies (Co-Built, IP, Latching, Carrier & TPO Relations).
- Successfully oversaw the start-up and development of this AP Regional Managed Services Product portfolio from ₹0 to ₹180 million Y-O-Y revenue,
- Essayed a key role in establishing critical partnerships and Merger with Product led Professional Services units for the Geo to enable growth from second platform to the 3rd Platform and Cloud.
- As a Product Manager Designed Integrated MPLS, Express VPN Solution, Introduced SIP Trunk, L2 Multicast
- As PAM achieved 43% overall team Contribution with the help of 3 Channel Partners as a Change Enabler.
- Essayed Key Role by Solutioning, acquiring and implementing IP/L2 Multicast for Deccan Broadcasting Networks, Shubodaya (Hyderabad), SITI Digital.

#### **Attained:**

**Star Award from BU Head, 2013, Regional Award on 2014**

## PREVIOUS WORK EXPERIENCE

**Mar'07 to June'11 with Bharti Airtel Limited, RISPL, Hyderabad, India**  
**Account Manager – Airtel Business Service,**



Responsible for Corporate Business Client hunting, forming and Account Lifecycle management from ISDN, Broadband, and Internet leased line, IPLC, V-Sat, NLD, ILD Product line.

### **B2B Account Manager – East Zone Data; SMB & SME**

- Single point of contact for Key Data, ISP, Carrier Accounts Lifecycle through Channels and DST.
- Monitoring and ensuring the Channel and DST team regular visit to the key accounts to manage P/L.
- Responsible for driving Complete solution Sales in order to increase the number of acquisitions and thereby increasing overall revenue numbers of the business
- Monitoring & delegate ROE to ensure Partner involvement towards base management.

### **Marketing and U&R;**

- AP Circle Capacity planning, DSLAM, MSAN, Network Rollouts, (B2B, HNI, Residential & Commercial)
- Usage and Retention ,
- Pillar to profitability Campaign,
- Marketing and Brand positioning

### **Achievements:**

**CEO Award - 2008 & H2 Star Award-2010 from CEO**

**Tiger of the Quarter award for eight consecutive Quarters - 2007-2011**

**Aug'98 to MAR'07 with Lokesh Aqua Products Private limited (collaboration with VDS BVBA Belgium), & SARA**  
**Market Research Associate/ Operations M/ Project Manager**

### **Roles and Responsibilities:**

- Joined As Market Research Associate and ended up as Operations Lead.
- Business lifecycle management profile includes Market Construct & Operations but not limited to Regional Sales and Marketing portfolio management, TOMA, Distribution Chain and P/L
- Deputed as Project Manager- FWPC project for NABARD and Haryana State Fisheries Department joint project.
- Analyze markets to obtain latest trends, Targeted Segment needs, competitors' position and depth of customer base to re-design marketing strategy to develop **Annual Business Plan** to manage **Volumes**.

### **Achievements:**

- Explored new Markets: Build and Operations at **16 Coastal States** in India. – 1999-2006
- Received **letter of Appreciation from Director- Fisheries Haryana State** as FWPCP Project Coordinator (NABARD and ARTI (Dept of Fisheries) for highest produce.
- In collaboration with IFP (A Govt India Enterprise) introduced canned, IQF and Ready to Eat Sea food brand Omega3 Foods in 2002.
- **Brand Positioned** : Omega 3 Foods, Crustacean, Graintech, ProZyme,

**Languages: English, Hindi, Tamil, and Telugu.**