

Manish Srivastava

F1, Associated Apartment, IP Extension, Delhi - 110092
manishsrivastava1012@gmail.com | 9971191177

WORK EXPERIENCE

Director - Sales and Marketing

Pranav Mediatech Solutions India Pvt. Ltd.

November 2007 to Present

Initiated the company's growth from inception and captured the broadcast industry by offering various solutions as per the customer requirement. Behind the escalation of a few entrants in the broadcast segment. Participated in major exhibitions and represented different OEMs in various parts of the country. Played an important role by assisting major SI (IT) for datacenter projects. Interacted with few of the biggest media channels and SI around the globe providing customised solutions.

Business Manager - AV and Broadcast

Cosmotec Group

Feb 2003 to October 2007

Started as Sr. Sales Manager, initiated the Audio Video business of organisation, promoted to Regional Sales Manager in April 2005, handled entire product range of Cosmotec including Racks, Datacom Cables (Belden), KVMs, Power Supplies Connectors etc. Further promoted as Product Manager in 2006, managed all India sales of Audio Video products. Promoted to Business Manager in Sep 2007 after scaling the sales to a new level.

Job Profile

- *Interacted with all the principle's for pricing and regular product update.*
- *Visited all the regional offices in India on a monthly basis.*
- *Maintained PR with key people in the industry.*
- *Maintained sales record and sales funnel on a fortnightly basis.*
- *Regularly updated key sales staff on new technologies and products lines.*
- *Imparted product training on a quarterly basis.*
- *Kept track of target vs achievement.*
- *Regularly interacted with post & pre productions studios, TV software companies and leading news channels in Indian subcontinent.*

PROFESSIONAL SUMMARY

More than 30 years in the areas of sales & marketing, i.e. planning, distribution, promotional activity, revenue recovery, corporate marketing, projects, customer support, client servicing and leading sales force. Around one year of experience in event marketing.

SKILLS & PROFICIENCIES

- Fluent in English and Hindi
 - MS Office - Proficient level
 - Understanding of computer network technology
 - Knowledge of digital video compression techniques
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VOLUNTEER WORK

Completed a production project for FCB Ulca for creating a advertisement during budget 1998 for LML. The graphics was created by Beehive system, it was voiced over by Sameep Nanda and the editing was done at Universal Studios, Delhi (1998).

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WORK EXPERIENCE

Manager Key Account

Infotec Network Systems (a unit of INS e-solutions Ltd.), New Friends Colony

April 1999 to January 2003

Channel partners of Wipro InfoTech Ltd. (For Wipro brand of Computers, IBM and SUN Microsystems), premium partners with Cisco & Nortel Networks for LAN and WAN active networking solutions and Lucent Technologies for passive solution.

Job Profile

- To build up good relations with corporate and government sector and capture all related business for the company.
- Responsible for building the corporate account.
- Regularly accepting invitations for product training and launching of new products.
- Provided guidance to administrative and accounts staff for order processing, payment collection and logistic support for technical material.
- Built a harmonious relationship with major accounts.
- Responsible for business deals related to company's products and services.
- Regularly accepting and effectively rendering responsibility regarding networking projects for corporates.
- Thorough work knowledge and maintaining a congenial relations with superiors and colleagues.

Deputy Manager - Sales and Marketing **Beehive Systems**

July 1993 to March 1999

Started as Senior Sales Executive and was promoted to Deputy Manager within 2 years. Dealt with PCs, networking, non-linear digital video editing and ENG solutions.

Job profile

- Led a team of marketing executives to achieve preset sales objective. Conducting field-training modules for executives, to update market strategies and ways to improve market position.
- Appointing, and development of existing distributor and dealer network. Responsible for revenue recovery.
- Built a harmonious relationship with major accounts.
- Planned and participated in events like road shows and exhibitions.
- Head a team of marketing executives.
- Planned servicing week every month and maintained customer data bank.
- Provided guidance to administrative staff for order processing, payment collection and logistic support for technical material.
- Interacted with post-productions studios, TV software companies and leading channels.
- Independently managed the sales of video graphic cards, Compaq workstations and ENG solutions as a bundled offer.
- Franchisee and vendor development management.

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EDUCATIONAL QUALIFICATIONS

- **10th (1988)**
DTEA Senior Secondary School, Mandir Marg, New Delhi
 - **12th (1990)**
DTEA Senior Secondary School, Mandir Marg, New Delhi
Distinction in Geography and scored highest marks in the school for Pol. Science
 - **BA (Hons.) Political Science (1990-1993)**
Rajdhani College, Delhi University
 - **Diploma in Computer Applications (1994)**
Priyadarshini Institute, Pragati Maidan, New Delhi
 - **Diploma in DTP (1994)**
Priyadarshini Institute, Pragati Maidan, New Delhi
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ACHIEVEMENTS (PREVIOUS ORGANISATIONS)

Beehive Systems

- Launched a couple of products in Mumbai at Comdex India in 1997.
- Launched Miro Video Products, FutureTel Mpeg Products and Matrox Series of video editing cards in India.
- Franchisee & vendor development for India.
- Successfully grabbed an order worth 2crore for ENG on a VSAT Network (ESSEL SHYAM) for Star News (NDTV) and Zee News. Completed the projects for both the Channels.

Cosmotec Group

- Launched Belden audio - video products in India and extensively marketed PAN - India and over achieved the target (2003).
 - Launched Canare, a Japanese broadcast manufacturer for cables, connectors, patch bays etc. (2006). Picked up an order from NDTV of approximately INR 1 crore.
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PERSONAL DETAILS

Date of Birth

10th December, 1972

Marital status

Married

Passport details

Z4472638, valid till October 2027, issued by Delhi Passport Authority

Hobbies

Driving

Traveling

Cricket

Technology Savy

Interacting with people.

I hereby declare that the information furnished above is true, complete and correct to the best of my knowledge and belief.

Manish Srivastava