

## **SATYABRATA DUTTAGUPTA**

### **Have Worked in:**

Symbiosis Skills & Professional University / Lovely Professional University / Indian Institute of Planning & Management / Aptech Limited / Ion Exchange (India) Ltd

Have an innate flair for accepting challenges with entrepreneurial abilities in managing & leading multifunctional teams and achieving desired targets. Have the experience of founding a start-up involving from designing the business plan, naming the start-up, registration of the company, product development, go to market strategy, organization development, talent acquisition & management, corporate branding, establishing branch operation, starting international operation in Nepal by registering the start-up through a government approved JV arrangement.

Thorough understanding of business & compliance process of Education Institutions (School/College/University), and Recruitment & Staffing industry. Have established relationship / network in the education sector PAN India and with the HR fraternity across industries PAN India.

**Industry Exposure:** K-12 and Higher Education Institution / Training & Skill Development / Recruitment & Staffing / Management Consulting / Water Treatment / Media & Publication.

I also have hands on experience of working in London, Switzerland, and Nepal.

### **AREA OF EXPERTISE**

<ul style="list-style-type: none"><li>• Business Development</li></ul>	<ul style="list-style-type: none"><li>• Profit Center Management</li></ul>
<ul style="list-style-type: none"><li>• Digital &amp; Social Media Marketing</li></ul>	<ul style="list-style-type: none"><li>• Franchise Management</li></ul>
<ul style="list-style-type: none"><li>• Go To Market Strategy</li></ul>	<ul style="list-style-type: none"><li>• Networking &amp; Relationship Building</li></ul>
<ul style="list-style-type: none"><li>• Consultative Selling</li></ul>	<ul style="list-style-type: none"><li>• P&amp;L Analysis</li></ul>
<ul style="list-style-type: none"><li>• Business Operations Management</li></ul>	<ul style="list-style-type: none"><li>• Sales Automation</li></ul>

### **PROFESSIONAL EXPERIENCE**

#### **Chief Mentor & Strategy Consultant – live2win, Pune July 2020 till Date**

- Collaborating with Subject Matter experts in developing 12 hours–16 hour's skill development course/training modules.
- Launching live online programs on Sales Analytics, HR Analytics, Marketing Analytics, Supply Chain Analytics, Export Analytics, Digital Marketing, Document Management System, Design Thinking
- Social Media Marketing planning and implementation for each program launched for both branding and lead generation.
- Tie-up and Alliance with Business organizations, Skill Development Institutions, and Higher Education Institutions for our skill development courses and training modules.
- Business Management Consulting in the areas of Digital Marketing, Enhancing Sales Productivity, Performance Management, Change Management, Business Process Improvement, Growth and Go-to-Market Strategy.
- Recruitment & Staffing services to Business Organizations
- Designing and Conducting Management Development Programs for Corporate Clients in association with various Universities and Institutions.

**Additional Director(Head) – Management Development Programme & Consulting in  
Lovely Professional University(LPU),Jalandhar  
January 2020 – June 2020**

- New vertical started under my leadership with the following responsibilities:
- Manpower planning for the vertical
- Business Model Design for MDP,Open Workshops, Corporate Training,Consultancy,and CSR projects
- Business Forecasting of all the services in the vertical
- Designing Action Plan to achieve the projected business of each service in the vertical
- Branding and Communication(Marketing) of MDPs and Open Workshops
- Planning Events and BTL activities engaging CHROs,HR Heads,L&D Heads, and CSR Heads of Business and Government organizations
- Strategic Alliance with Business organizations and Overseas Universities for MDPs and Open Workshops.

**Head – Marketing(Admissions & Placements) in Symbiosis Skills & Open University,  
PUNE, October 2018 – June 2019**

- Coordinating for Skill Course Centre marketing activity and overall operations
- Preparing marketing strategy and implementation plan for all undergraduate courses of the University(Managing Marketing activities of 9 Schools in Engineering, Business Management,Architecture,and Data Science)
- Preparing the Marketing Plan &Budget
- Appointing agency for digital marketing, continuous audit of digital campaigns(75 Lakhs budget)
- Developing Print Media Advertisement Media Plan and schedule (1.25 crores Budget)
- Planning BTL activities (25 Lakhs budget)
- Direct the admissions process from point of enquiry through enrolment. Served as a member of the Admissions committee
- Managing the Admission & Placement team.
- Coordinate and participate in all recruitment efforts: advertising, direct mail, internet web page, etc.
- Managing the Placements for students.
- Designing and implementing student work-readiness programs including resume writing, interview preparation workshops,etc
- Collaborating with corporate HR for various corporate interface programs.

**CEO in Oxygen Management Services Pvt Ltd, Pune  
November 2012 – May 2018**

- **BUSINESS ACTIVITY:** Recruitment & Staffing/Education/ Education Institution Improvement & Project Consultancy /Training & Development/Sales & Marketing Consultancy.
- **ROLE:** Tie-ups & alliances with corporate, government, and academia, Designing & Implementing Marketing strategy, strategic expansion in international markets through JV,Developing Franchisee partner, legal compliances, corporate branding strategy,P&L analysis, Employee engagement strategy, designing and implementation of process. Business Development & Client Acquisition, Supervision of Recruitment Delivery service, Training need analysis of clients, designing of training modules, facilitating trainings, development of short term functional specialization courses.

**Achievement:**

- Tie-Up with Government of Odisha for skill development programs(ppp model)
- Tie-Up with Supply Chain Foundation,UK for marketing their courses in education institutions
- Tie-up with Bourneville College,Birmingham,UK for marketing their courses in education institutions
- Formation of Oxygen Management Services Nepal Pvt Ltd in 2014
- Oxygen being awarded as **Rising Star recruitment channel partner** in 2016 by TCS and WNS Technology

**Dean – Placement & Corporate Relations in Indian Institute of Planning & Management,  
Hyderabad**

**December 2003 – June 2005**

**Dean - Indian Institute of Planning & Management, Pune  
July 2005 – October 2012**

- **BUSINESS ACTIVITY:** Education / Training & Development
- **ROLE:** Heading the campus operation with full accountability for admissions, academics, and placements; Managing a team of more than 60 people including department heads; local branding through events & activities; student acquisition; developing relationship with business organizations; continuous supervision to maintain highest standard of academic excellence; Teaching business strategy, sales, and entrepreneurship to the final year MBA students; arranging Internship and placements through well designed Industry interface programs; facility management; vendor management; representing the institute along with the students in Switzerland and London under the Global Opportunity & Threat Analysis Program and participate in workshops & seminars at United Nations, World Intellectual Property Organizations, Nestle Headquarter, Imperial Business School, and Cambridge University.  
**Achievement:**
- Most consistent Performer of the year award in 2009-2010 by Prof.ArindamChaudhuri.
- The Outstanding Academic Contribution award for the year 2012.

**Sales Head-Consumer Product, International Division, Kathmandu, Nepal in Ion Exchange  
India Ltd, April 2000 – November 2003**

- **BUSINESS ACTIVITY:** Water Treatment Products including domestic RO Drinking water purifier, Resin Technology water purifier, domestic iron removal unit, and domestic softener.compact domestic total water treatment plant.
- **ROLE:** Re-launching the brand Zero-B in Nepal; establishing distribution network in Nepal; inventory management; sales force recruitment and selection; sales force training; dealer motivation audit;invoicing;marketing and sales promotion

**Regional Head (Orissa & Bihar) – Placements & Corporate Training, Bhubaneswar in  
Aptech Ltd, November 1998 – March 2000**

- **BUSINESS ACTIVITY:** Computer Courses and Training
- **ROLE:**Managing& supporting franchisee centers, establishing relationship with corporate to generate placements for Aptech students, including managing the placement process of the franchisee centers as well in Orissa and Bihar; Business Development for computer training programs for corporate clients and government departments.

**Achievement: Best Placement performance award in 1999 in Aptech Limited**

**Visiting Faculty – Indira Institute of Management,Pune (IIM-P)  
2013 – 2016**

- Teaching Final Year Students of MBA (Pune University) Business Policy & Strategic Management, & Entrepreneurship.
- Teaching Final Year Students of PGDM New Venture & Project Management, Entrepreneurship

- Aug'96-Oct'98 with Maxworth Orchards (India) Ltd., Rourkela & Bhubaneswar as Asst. Sales Manager
- Jun'93-Jul'95 with Chemtech (Foundation) Secretariat, Kolkata, as Marketing Officer & Sr. Marketing Officer
- Aug'95-Jul'96 with National Advertising & Marketing (NAM), Bhubaneswar as Founder

**Academics**

- MBA (Marketing) from Indian Institute of Planning & Management, New Delhi in 1993
- B.Com. from Utkal University in 1991
- Certificate in Digital Marketing Strategies from Amity Online University
- Certificate in Social Media Marketing from Amity Online University

**PERSONAL DETAILS**

Address : C2/204, Brahma Majestic, NIBM Road, Near Baker's Point, Pune 411048

Marital Status: Married (Wife – Home maker), I have an 18 year old son.

Interests/Likes: Reading HBR, Playing Squash& Table Tennis.

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