

AADITYA VIKRAM SINGH

Mumbai | +91 9920245265 | aadityav71@gmail.com

GLOBAL LEADER

Strategic Growth Initiatives; Big Picture Thinking; Risk Evaluation & Mitigation; Change Initiator; Managing Multi Regional/Cultural Work Dynamics; Diversity & inclusiveness

Driving business to profitability and sustained growth in the FMCG, IT, Media and Entertainment industry.

CAREER – AT A GLANCE

Visionary, strategist and tactician with consistent record of delivering extraordinary results. Offering a gratifying career span of 26+ years; successful association with renowned business conglomerates and media groups.

Multi-faceted experience in formulating and leading an organization towards a long-term growth-oriented trajectory in different geographical ecologies as required. Devise actionable plans to maximize shareholder value, drive sustainable growth and steer critical organizational/business change. Proven track record of increasing revenues, streamlining workflow and creating a team environment thereby increasing ROI.

- Expertise in strategic planning, new business development, corporate & marketing communications, capital asset oversight, cost containment, budgeting/finance, distribution, supply chain management, quality control, CRM, MIS & HR.
- Highly skilled in P&L management, competition and market analysis
- Transforming complex business challenges into focused growth solutions through integration of people, processes and technology. Enabling cross-functional leadership and driving team efforts to generate work synergies to maximize operational efficiency.
- Pervasive communicator leading teams towards optimal performance and extraordinary results and achieves 'industry benchmark customer-satisfaction'.
- Maneuvering the business through profit and growth challenges by leveraging on entrepreneurial skills.
- Global/cross-culture exposure and proven capability to perform and thrive in an international environment studded with a mix of diverse, cross cultures complexities.

Highlights:

- Global exposure: North America, Europe, Middle East Asia and Africa (Exposure of 39 Countries out of 55 in African Continent)
- Expertise in transitioning brands to placing them globally to implementing the strategies
- Formulating & executing a profit centric business strategy.
- Global exposure in content production, acquisition, distribution & monetization on OTT & television networks
- Global advertising exposure in Digital, ATL & OOH domains
- Commendable exposure in liaising with all the regulatory bodies/agencies of Govt. of India & State Govts. in India

Areas Of Expertise: Strategic Management | Sales & Marketing | P&L | Key Account Management | Expansions | Phenomenal Revenue Growth | ROI | Block chain | Digital | OTT | Marketing Communications | Broadcast | Business Launch And Turnaround | Global Intervention | Change Management | Compliance | Risk Management | Contracts & Agreements | Advertising | Brand Management | OTT | Content Management | Sales & Distribution | Financial Analysis | High Stake Negotiation | Team Management | Organizational Restructuring | Cross Cultural Awareness

Credentials of driving three startups employers from zero revenue to a mid-level organizations with average yearly revenue of USD 80 plus millions besides 4x to 5x revenue growth to two previous employers during last two decades.

CAREER SUCCESS

Better Media & Tech Pvt. Ltd. India, A wholly owned subsidiary of Better Media & Tech Co. (Thai) Ltd. Thailand

Chief Operating Officer | January 2021

Scope:

- Develop & execute the India and Global business plans
- B2B, B2C, D2C, D2G & Enterprise sales & business development for blockchain products & services
- Development & management of complete business ecosystem of entertainment, retail & internet businesses for the company
- SaaS products sales, IaaS & PaaS solutions sales & services for cloud & cloud security
- Global marketing, user growth, user retention & user experience for the company's products
- Revenue management, Finance, HR, MIS
- P&L management

CloudPrisma Inc. USA

(An immersing & fastest growing Cloud Technology company having tech niche in Retail, Education, Legal Services & Law Enforcement domains)

Business Advisor – India | October 2020 Till date

- **Scope:** Develop and Execute the India plan to meet and exceed Order book & Revenue targets
- Lead the team to effectively position CloudPrisma's Cloud Solutions & Services
- Manage all the moving parts of the business with the relevant stakeholders in Solutions, Product, Commercial, Delivery and Operations
- Collaborate with Sales, Solutions, SME, production, commercial and marketing team to meet customer requirements.
- Opportunity ownership and qualification / creation of funnel, forecast deal closures
- Establish alliances with OEMs, AWS, Azure, Google Cloud, VMware and HP/ Dell to develop market and segments
- Mandate to handle digital marketing of the company Globally

Reporting To: Co-Founder & CTO

Auxesis Services & Technologies Private Limited, Mumbai, India

(Auxesis is among first few Blockchain players in India focusing over building Blockchain solutions with initial aim of research and development of the nascent technology and effectively emerged as an enterprise grade Blockchain solution providing company with the help of partner organizations. With a global footprint, Auxesis is recognized among the 100 most influential Blockchain companies across the globe).

Global Business Head | Aug 2018-Till September 2020

- **Scope:** Global Business Development | B2B, B2C & Enterprise Sales | Digital Marketing | International Business Relations | Global Corporate Communications & Relations | Content Management & Monetization
- **Reported To:** Founder & Co-Founder

V3 Mobi Communications Pvt. Ltd, India

(A cutting edge technology venture pioneer in developing, launching & operating regional OTT's. One of the leaders in short video content creation, aggregation, distribution & monetization. Developers of ad. Distribution platform 'Zing' (Android, iOS) which puts the ads on every MT/MO calls in form of video, caller tune and logo).

Chief Executive Officer | Oct 2017-July 2018

- **Scope:** Global Business Development | D2C, B2C, B2B & Enterprise Sales | Digital Marketing | Digital Ad. Sales | User Acquisition & Retention | Content Production | Acquisition | Aggregation | Distribution & Monetization | P&L Management
- **Reported To:** Founder & Co-Founder

Vide Interactive Pvt. Ltd, USA

(A joint venture company of Vide Interactive Pvt. Ltd. India & Intermedia Touch Inc. Florida, USA)

Chief Executive Officer | Jan 2014-Sept 2017

- **Scope:** Sales | Business Development | Digital Advertising | Client Relations | Team Management
- **Reported To:** Board of Directors
- **Key Clientele:** Corporate, Government, Education, Gaming, Advertising, Healthcare, Hospitality, Entertainment, Recreation, Restaurants & Sports.
- Headed the APAC market for its digital advertising agency and grew it from no client to 37 clients and zero billing to 142M\$ during the tenure.

Xion Corporations Pvt. Ltd., Mumbai, India

Chief Executive Officer | Nov 2008-Dec 2013

- **Scope:** Pre Sales | Sales (Enterprise, Government & Overseas) | Cloud (SAAS, PAAS & IAAS) | Cloud Solutions Management | Enterprise Mobility Solutions | Business Development | Operations | Marketing & Corporate Communication | Finance | HR | CRM | CSM | MIS & Corporate Relations (India & overseas) | P&L
- **Reported To:** CMD & Board of Directors
- **Key Products & Services:** Enterprise Software Solutions (BFSI's) | Card Solutions (Credit Card, Pension Card, NID Card, Immigration Card, Integrated Driving License) | Cloud Solutions Management | Enterprise Mobility Solutions (Major Telecoms) | Education & E-learning Solutions.

Trine Entertainment Ltd. (Animation, Gaming & Motion Capture Studios), location

Shareholder & Business Head | July 2007-Sept 2008

- **Scope:** Marketing & Corporate Communications | Business Development for Animation, Gaming, VAS (Telecom) & Apps Development | Foreign & Indian Clients coordination | In-house Animated TV Series Production | Distribution

of Games in India & Overseas | B2B & B2C Sales & Marketing | Enterprise Sales & Marketing | Pre – Production | Production | Post Production & marketing of Feature Films, TV Series and Documentaries

■ **Reported to:** Board of Directors

■ **Key Clientele:** Major Film Studios & Production Houses Worldwide | Major Film Studios & Production Houses in India | Major TV Channels (All Genres) India & Overseas | Top Advertising Agencies & Ad. Film Production Houses in India & Overseas | Major Game Publishers & Developers Worldwide | Major Digital Content Providers in India & Overseas | Major hospitals & architectural firms in India & Worldwide | Major Telecom Operators/Companies in India & Overseas | Major Web Portals Worldwide | Governments & Public Sector Undertakings

Church & Dwight Co. Inc, Kuwait & Dubai

Business Head –GCC Region | June 2002-June 2007

- Reported to : President & CEO (Worldwide) and CEO of the holding company in GCC region
- Independently & successfully handled annual advertising budget US \$ 40.00 Million for complete GCC region.

Discovery Network Worldwide (Discovery Network), Cape Town & Dubai (For GCC, North Africa & CAS Region)

Senior Vice President – Marketing | April 1999 - May 2002

- Reported To: President Africa & GCC Region
- Led the team from front for growing the channel from startup to leader (in kids and niche infotainment genre).
- Handled everything from distribution, programming, content syndication, ad sales and marketing communications in GCC market.
- Played a decisive role in growing the channel from zero to 94M\$ in 3 years.

Dananglia Ltd., Cape Town (South Africa)

Head Advertising | Nov 1995-Feb 1999

- Reported To: President - African Operation
- Successfully launched soft drink brand -TANG in the whole African continent & key member of the team which handled an annual ad budget of \$ 460 million for African continent.

Leo Burnett Worldwide, Montreal, Toronto, Buenos Aires, Tehran and Rio de Janeiro

Associate VP – Account Planning | Oct 1990-Sept 1995

- Reported To: EVP – Account Planning (HO – Chicago)
- Successfully won and handled key accounts i.e. General Foods, Dananglia Ltd., Federal Express & Delta Airways

R.K. Swamy/BBDO Advertising Pvt. Ltd, New Delhi

Account Supervisor | July 1988-Sept 1990

- Reported To: VP & Branch Head
- Won and handled the accounts i.e. Wasan Shoes, Haryana Milk Food Ltd., Newgen Software & Master Cards.

EDUCATION

Masters in Mathematics

Masters of Business Administration – FMS Delhi

Post Graduate Diploma in Advertising & Mass Communications – Montreal (Canada)

Masters in HR & IR – NIPM Kolkata

Masters in Journalism - UPRTOU