**SIDHARTH SHARMA**

**Senior Management Professional – Strategic Alliances & Partnerships, Business Development, Content and Contract Management**

Offering 13+ years’ rich experience in leading organizations in Telecom Mobile ware, ITES, IOT, Mobile & Devices , E -commerce

Targeting leadership assignments in Alliance & Business Development

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| meetsidharth1983@gmail.com | + | 91 – 9999875755 |

 Key Skills  Profile Summary

* Accomplished & result-oriented Business Leader with impressive success in Strategic Alliances and Channel Relations including heading all aspects of partner relations from the stage of recruitment of new partners to establishment of partner programs and maintenance of ongoing coalitions to increase revenue and cost optimization
* Proven sales and purchase track record in closing deals with Telco's, OTT , online portals and Devices
* Experienced in all stages of marketing and contract closures, including submission of bids, contract negotiation, and agreement signoffs
* Experienced in executing, evaluating, and/or managing new initiatives and business procedure that may involve coordination between various departments internally within organization as well as outside
* Familiar with business models, Commercials and Bid Management
* Strong numerical, analytical and strategic thinking skills, and sound commercial acumen
* Experienced in conceptualizing products which could be new streams of revenue & category growth drivers
* Understanding of IOT Eco System Devices, Platforms, Applications
* Experienced in developing deep and long standing relationship with the vendors and clients - to drive relationships from the strategic to the tactical
* Able to assess and identify customer objectives and build upon these with winning customer centric solutions
* Experienced in managing key accounts from vendor as well as from client prospective.
* Experienced in establishing new business alliances with various industry leaders, including Corporate and Government sector which included content providers, Telecom companies, Media agencies, Devices, Application developers and vendors
* Familiar with making business cases for the proposition and get sign offs on the business cases from all stake holders
* Successful project planning and execution with effective team management, process development, and operations management , Ability to translate strategies into execution plans and take them to completion

Strategic Planning & Leadership



P&L Management, ROI Optimization



Strategic Alliances & Sourcing



Revenue Enhancement



Commercial Negotiations &

Agreement Closures



Business Development &

Digital Distribution, Key Account

Management



Budgeting and Resource Allocation



Procurement - Bid & Commercial

Management; RFA and RFQ



Operations, Vendor &

Client Management



Application Store, Mobile & Devices



 Product Management & Development

Content management & Acquisition





Career Timeline

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| Escotel & Idea Cellular | | | Spice Digital Ltd. as Zonal | | | | |  |  |  | Videocon |  | Tech4i Solutions Pvt. | | |
|  |  |  |  |  | Ltd. as Head – | |
| Telecommunication Ltd. as | | | | |  |
|  | as Team Leader | | Head North & West Zone | | | | |  |
|  | Business Development | | |
|  |  | Manager – VAS Marketing | | | |
|  |  |  |  |  | (Vodafone) |  |  |  |
|  |  |  |  |  |  |  |  |  |  | & Alliances |
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|  | **2001 - 2005** |  | **2007 - 2007** |  | **2008 - 2008** |  | **2008 - 2010** |  |  |  | **2010 - 2011** | **2011 - 2015** |  |  | **Since 2015** |
|  |  | T-Series as Manager – | |  |  | Spice Digital Ltd. as Manager - | | | | | | Samsung India | | | |
|  |  | Mobile, Digital & Radio | |  |  | Content Acquisition & Business | | | | | | Electronics as Head – | | | |
|  |  |  |  |  |  |  | Development |  |  |  |  | Alliances |  |  |  |

* Education
* Masters in Business Administration (Marketing) from Institute of International Business and Research, Pune in year 2007
* Bachelors in Computer Applications from Kurukshetra University, Haryana in year 2005
* SSC from ICSE and HSC from CBSE board in the year 1999 and 2001 respectively

Bachelors in Computer Applications from Kurukshetra University, Haryana in year 2005

 Soft Skills



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| Futuristic | Innovator |  |
| Collaborator | Strategic  Intuitive |  |
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|  | **Tech4i Solutions Pvt. Ltd., New Delhi**  **Head - Business Development & Alliances**  **Scope:** Alliances , Influence the leadership: Convert strategies into action by liaising with cross-functional leadership and drive the changes required, Procurement of services, Vendor Management, IOT, Business Development & Alliances for Hujum.com a flagship product of Tech4i, StrategicAlliances with Media & Entertainment industry, Application Development  **Responsibilities:**   * Developing strategic alliances & partner relationships and business development strategy; establishing & maintaining significant relationships with senior level decision-makers and partners * Contributing strategically to the growth and direction of business through alliances and channel partners * Grow the top line of the business. Ensure profitability by managing the cost of acquisition/ Cost of servicing and overheads. * Using Data Analytics as part of delivering strategy engagements * Managing Sales Analysis, Business Analysis, Market Analysis, Competitor Analysis, Forecasting and various back end support function * Develop & execute annual operating plan * Responsible for leveraging tie-ups and brand identity. Identify and develop business opportunities * Leading and driving the bid management, content management, commercial management and commercial deal architecture teams * Developing strategies and partnerships with potential companies; forming business collaboration contracts including MOU and Partnership Agreement * Own the terms of business with the vendor - products, returns, ordering, etc * Building business relationships with high level contacts; driving higher retention of margins with partners by maintaining positive customer relationship to maximize product/service satisfaction * Conceptualizing high impact marketing strategies for user acquisition * Directing vision, strategy, execution, delivery and operations & responsible for new products, processes and operational plans based upon business requirement * Spearheading application development for multi-screen user experience across Smart Phones, Tablets, and Smart Televisions, supported by a cross-functional team of App Developers, Software Engineers & UI Designers   **Significant Accomplishments**:   * Steered launch of “www.hujum.com”, a Cash Back Website for Online Shopping &Discovery Platforms for online shopping customers in India * Drove the Vendor management, content management, commercial management and commercial deal architecture teams including target & process setting * Set-up business from scratch and scaled it up-to 300+ merchants |

Work Experience

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**Since Feb’15 - till date**

 Achievements

Alliances and closure with 300+Merchants

Defined the direction of new products

Set business strategy, focus and direction

Of new products

Minimized costs and lead time in Alliances Closure

**Samsung India Electronics Ltd., Gurgaon as Head – Alliances**

**Responsibilities:**

* Led Strategic Alliances and Business Development efforts for Samsung Smart Hub(Application Store) South West Asia Region
* Managed Multi-Screen User Experience Application Store Products such as Smart Phones, Tablets, and Smart Televisions
* Managing budgets and utilization
* Responsible for Customization & Development of IOT product as per requirement of Enterprise sales team for their clients, acted as one point of contact for same.
* Responsible and Accountable for the delivery of IOT product /service / solution within constraints (schedule, features / functionality, and budget.)
* Engage internally with regional and local operations to ensure tie ups are executed across South West Asia
* Responsible that the project plan is complete, and determines the overall project management plan for use in managing and controlling during project execution.
* Responsible for business case development and approvals
* Responsible for proposals & bids
* Vendor management - liaising, contracting, empanelment and monitoring performance

**Significant Accomplishments:**

* Formed strategic alliances/partnerships with top branded content providers across all verticals, such as Sony Music, Hungama, T Series, Warner Brothers, Walt Disney, Movie Production Houses & Music Production Houses and other Technology Partners
* Launched Smart TV, Refrigerator and Applications across verticals in coordination with R&D team having Internet-enabled capabilities that can be controlled through smart phones.
* Instrumental in formation of strategy for Internet enabled services
* Instrumental role in formation of Procurement Management group to support business in Vender selection Process, Commercial and contract terms and developed sourcing strategies and alliances
* Drove in-house application development and launched Club Samsung App, a brand new entertainment store, on Samsung Android Devices
* Launched Samsung Smart TV Application Store in India with almost 200 apps added each year from the date of launch
* Amplified bottom line of Samsung from Apps and App Store from 8% to 32%

**Jun’11 – Jan’15**



Closed Alliances with more than 200 Vendors

Launched Devices with Internet enabled capability 300+Merchants

Launched Samsung Mobile & Smart TV App Store 300+Merchants

Increased bottom line of App business from 8% to 32%

**Videocon Telecommunication Ltd., Gurgaon as Manager**

**Scope** - To form Alliances / agreement involving vendor selection and content ingestion on WAP/SMS/USSD/Voice Platform, Agreement and commercial closure for all VAS services, Manage Content Syndication across platforms, Liaison with Brand Team to ensure adequate communication on all services, new product development strategy & coordinate with respective team/vendors for smooth product implementation and execute configuration of services, perform UAT'S, RA testing for services

**Significant Accomplishments**

* Launched CRBT and voice services from scratch within 3 months
* Alliance and commercial closure with more than 100 partners for technology, service and content for VAS services across verticals
* Closed agreements along with SLA'S within the set timelines.
* Vendor Management along with billing and their timely payouts
* Execute configuration of services, perform UATs, RA testing for new services

**Mar’10 – Jun’11**



**Spice Digital Noida**

**Joined as Zonal Head - North & West Zone (Vodafone); promoted as Manager – Content Acquisition & Business Development in Oct’08**

**Scope** - Management, Business Development, Content Acquisition & Syndication, Launch of new services on Telco, ROI

**Significant Accomplishments**

* Launched services like Mobile Radio, Voice chat, Live Aarti,Live FM
* Did exclusive content deals
* Established spice as a leading exclusive content provider for platform /services: monetized content across carriers and service providers

**Jan’08 – Mar’10**

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 Previous Experience



A **T-Series, NOIDA as Manager – Mobile, Digital & Radio**

**Jan’07 – Dec’07**



**Idea Cellular Ltd., Bijnor as Team Leader**

**Dec’04 – Aug’05**



**Escotel, Bijnor as Team Leader**

**Apr’01 – Jul’02**

 Personal Details

**Date of Birth**: 8th October 1983

**Aaa Address:** Flat no 603 Prateek Wisteria Sec 77 Noida-201301

**mar Marital Status:** Married

**Languages Known:** English & Hindi