S.A. SENTHIL KUMAR

Flat S1, Plot No. 7, Bharathiyar Street
Prashanthi Nagar
Chrompet
Chennai – 600 044
☎ + 91 97908 81626
✉ sasenthilkumar@hotmail.com

SUMMARY

Senior Level Positions

Operations & Project Management in ITES and BPO industry, Strategy Planning, Customer Relationship Management

- An astute performer with **over 14+ years** in Digital Publishing & Data processing sector. Currently associated with **Group FMG** as **Operations Manager**.

- Responsibilities include managing publishing services (print & digital media) including typesetting, EPublishing, eBook conversions, Animation eBooks, Data processing & analytic services and managing various other customer support services.

- Possess sound knowledge in Project Management, Operations Management, Remote Facilities Management, Vendor Management, Strategic Planning, Lead Generation, Team Management and Client Relationship Management.

- Responsibilities include creating budgets and making decisions on employee training and hiring, employee supervision, periodical equipment/technology procurement and administrative policy development.

- Ensuring process deliverable as per the agreed SLA's, facilitating to meet contractual obligations and client expectations, development and maintenance of Standard Operating Procedures (SOP) and other documentation to ensure uniformity across various functional teams and processes.

- A proactive planner with abilities in devising effective strategies for augmenting business, identifying and penetrating new market segments for business excellence in publishing sector.

- Collaborative spirit, a team player who thrives on working in diverse teams and challenging environment. Proven performer with an excellent track record in Digital Publishing industry.

- An enterprising leader with strong analytical, problem solving & organizational abilities.

- Worked as an independent project lead on various time-bound critical projects for clients across USA, Europe/UK and AUS/NZ.

Core Strength

Key Account Management	Requirement Analysis
Lead Generation	Team/People Management
Client Relationship Management	Delivery Management
Operations Management	Organizational Growth Initiatives
Project Management	Vendor Management
Strategy Planning	Solutions Consulting

Core Competencies

Operations Management

- Managing a gamut of activities including pipeline management, process setting, targets setting, handling customer visits, management reporting/analytics.

- Networking with the project team to ensure effective delivery of project solution keeping in consideration the pre-discussed parameters.

- Building and maintaining healthy business relations with clients, maximizing customer satisfaction by meeting service & delivery norms.

- Mapping key account and developing proposals & bids against RFP/Tender specs. Via Pricing, Competition Analysis and deriving Winning Strategy.

- Providing supporting data for leadership, executive presentations and reports.

- Reviewing existing systems/projects and challenging the validity of given procedures/processes with a view toward enhancement or improvement.

- Executing and supporting a wide range of process activities beginning with the request for proposal through development, submission and securing the deal.

- Implementing promotional & lead generation activities as a part of market development effort & liaison with field sales/tele-sales team(s) to develop and convert the lead.

- Formulating developmental strategies for achievement of goals and targets by identifying & developing new avenues for long term growth.

Project Management

- Act with consideration of issues, ethically, confidently, in a style appropriate to the environment, beyond the basic necessities and consistently with the plan of action.

- Bring together all aspects of a project, such as resources or planning, that are needed to complete it efficiently and in a timely manner.

- Co-ordinate the diverse components of the project by quality project planning, execution and change control to achieve required balance of time, cost and quality.

Client and People Management

- Assessing the customer feedback, evaluating areas of improvements for evolving newer growth patterns of the brand.

- Handling customer centric operations & ensuring customer satisfaction by regular analysis and up gradation of process based on their feedback

- Maintaining excellent professional relations with clients to generate avenues for additional business.

- Create SMART objectives and communicate expectations clearly to the Subordinates and the entire team.

Organizational Experience

Group FMG	**Apr'12 – Present**

Designation	Operations Manager
Location	Chennai
Team	40 Team members including Associate Production Manager, Production Lead's, Developers etc.,
Reporting to	Head of Operations – Premedia Services

Job Profile:

- Overall Operations for EBooks division.

- Has direct responsibility for the activities of all project participants, all project tasks and all deliverables.

- Responsible for communication updates between the client and UK Operations team.

- Exploring new market opportunities.

- Ensuring the inverted hierarchy comprising the organization's leadership and the project sponsors are doing all that is required to guarantee the success of the project.

- Day-to-day interaction with clients based in UK related to technology queries, Conversion guidelines etc.,

Accomplishments:

- Joined as a first person in EBook division and build a team of 90 and migrated all EBooks production (around 500 books per month) from third party service provider to In-house production house within a span of 3 months without affecting deliveries and quality.

- Build capability of creating Animation EBooks using HTML5, CSS3 and JavaScript's without recruiting additional resource which adds to additional revenue to the division.

- Successfully maintained more than 60% of contribution margin and 40% of Gross Profit for the past 2 years.

- Delivered more than 5000 EBooks comprise of Monochrome, Fixed Layout for Apple, Kindle, Nook etc., highly illustrated books such as Travel guide, recipe titles.

- Worked on various languages such as Korean, Indonesian, Thai, Vietnamese, etc., and produced more than 20000 pages within 3 months.

Rewards:

- The journey with Group FMG is fantastic. I got promoted from Project Manager to Operations Account Manager in 2013 and subsequently as Operations Manager in 2014.

- Got "**Service Excellence Award**" from the Management for 2013.

Deanta Global Publishing Pvt. Ltd.,	**Jan'12 – Apr'12**

Designation	Project Management Consultant
Location	Chennai
Team	10 Team members including Team Leader
Reporting to	CEO

Job Profile:

- Setting-up a Typesetting and Digital Publishing project from one of the biggest Taxation Institute.

- Migration of XML production from third party service provider to In-house production house within a short span of time.

Laserwords Private Ltd.,	May'11 –Jan'12

Designation	Senior Project Manager
Location	Chennai
Team	65 Team members including Assistant Manager, Project Lead's, Developers etc.,
Reporting to	Cluster Leader

Job Profile:

- Project Management & Project Delivery, Vendor Management, Client Servicing, Negotiation and Liaising.

- Day-to-day interactions with clients based in US related to forecast planning, delivery management, quality of files etc., via email and telephone conference.

- Ensuring the inverted hierarchy comprising the organization's leadership and the project sponsors are doing all that is required to guarantee the success of the project.

Accomplishments:

- Exit around 30 members as a process of Margin Improvement Plan based on their performance in order to maintain the EBITA 60%.

- Implement Outsourcing methodology from Text conversion to create basic XML which yields significant amount of cost savings.

- Building a team for Vendor management and migrated around 60% of process to third party service providers which results increase of EBITA and Gross profit.

Amnet Systems Private Limited	Feb'08 –May'11

Designation	Project Manager
Location	Chennai
Team	100+ Team members including Project Lead's, Developers etc.,
Reporting to	Vice President - Operations

Job Profile:

- Has direct responsibility for the activities of all project participants, all project tasks and all deliverables.

- Direct Interaction with clients across the world for Forecast Planning, Renegotiation Request, Conversion System Design Document Analysis, Timeline fixtures and On-time Delivery.

- Main focal point for liaison with other departments, projects and initiatives within the organization, taking into account the needs and contributions of other internal groups.

- Main point of contact for aspects requiring co-operation and co-ordination with external parties such as the project's suppliers and contractors, customers, suppliers, regulatory bodies, and other third parties - making sure everything is in place to guarantee success.

- Preparing a response for RFIs & RFPs and feasibility studies for the new RFQs.

- Develop the team's potential through coaching.

- Fixing target to the project teams and ensuring the success regularly.

- Acquire strategies for encouraging contribution and commitment towards project enhancements and team development.

- Communicate effectively at a distance when managing a remote team.

- Responsible for Designing effective Workflow, which reduces the manual intervention of Operators and makes the work easier.

Accomplishments:

- Successfully handled more than 20 Client Accounts across the World which includes all the world top ebook retailers. These projects involved in creating XML/HTML tagged database containing Article text and Metadata information (abstract, references, etc.,)., Searchable and Non-Searchable PDF files and OCR Text files.

- Worked more than 113 Pilot projects on which more than 45% of projects turned to live production and arrived estimates for more than 180+ pilot projects which include all categorization of conversion.

- Become a part of team in "**Amnet Systems Private Limited**" who created a Vision and Core values for the Company and also selected as a "**Vision Ambassador**" to spread company vision across all the resources in the company.

- Handle performance appraisals effectively and creates an environment that motivates others to perform to the best of their ability.

- Successfully handled 1.46 million pages of TIFF to Searchable PDF conversion along with the metadata file with the span of 6 months for a leading content management company based on Austin, TX.

- Successfully handled the conversion of 1,00,000 Old books to POD files within a span of 4 months for a leading content management company based on Charleston, SC.

- Successfully handled 21 Journals of Author Manuscript to NLM XML Conversion and upload the same in Atypon site on day to day basis for a leading Journal publisher based on Europe.

- Successfully handled 12,000 pages of German Magazine content into HTML with the span of 30 days for a leading Magazine publisher based on Germany.

- Successfully handled 35,000+ pages of Taxation & Legal content into an XML against the DTD created by me for a leading Taxation institute in Ireland.

- Create XML file based on various and customized DTD's such as DocBook, NLM (Both Book & Journal), TEI, T&F, Wiley Blackwell, DTBook, PRISM, McGraw hill etc.,

- Successfully handled more than 10,000+ titles of DNL eBook format with the span of 8 months for a leading eBook retailer based on Australia.

- Successfully handled eBook conversion for 2000+ titles per month across all languages such as German, Italy, Spanish, English, etc., for all leading content publishers and leading eBook retailers in the World.

- Successfully handled more than 3000+ titles of OeB to ePUB conversion with the span of 3 months for a leading content management company based on Austin, TX.

Green Point Technology Services (India) Limited	Nov'06 –Dec'07

Designation	Project Manager
Location	Mumbai
Team	40+ Team members including Team Lead's and Quality Analyst
Reporting to	Director - India Operations

Job Profile:

- Project Management & Project Delivery, Vendor Management, Team Management, Client Servicing, Key Account Management.

Accomplishments:

- Successfully handled 5 Client Accounts from US. These projects involved in creating XML/HTML tagged database containing Article text and Metadata information (abstract, references, etc.,).,

- Implement outsourcing concept which yields cost saving and it is first step to open-up a production center in Chennai.

DataSmith Solutions	Jul'03 –Oct'06

Designation	Project Manager
Location	Chennai
Team	25+ Team members including Team Lead's and Quality Analyst
Reporting to	Managing Director

Job Profile:

- Project Management & Project Delivery, Vendor Management, Team management, Client Servicing and Key Account Management.

Apex Knowledge Solutions / Ritika Infotech Pvt. Ltd.,	Dec'99 –Jun'03

Designation	Group Leader
Location	Chennai
Team	100+ Team members including Team Lead's and Quality Analyst
Reporting to	Production Manager

Job Profile:

- Project Management & Project Delivery, Team Management/Supervision, Client Servicing.

- Trained, supervised and evaluated staff, coached improvement management skills

Accomplishments:

- Successfully handled 1 lakh pages of Printed Books into TIFF conversion with the metadata with the span of 3 months for a leading content management company based on Herndon, VA.

- Successfully handled the conversion 1500+ Hard copy Journals into Article wise Searchable PDF along with the Metadata for a leading Journal publisher based on US.

- Successfully handled more than 7 million pages of Newspaper conversion for the Leading Newspapers in the US such as The New York Times, The London Times, Chicago Tribute, Los Angeles Times, The Harvard Crimson, The Daily Mirror, American Periodicals etc.,

- Successfully handled US census data from the period of 1830-1927 for a leading website based on US.

Education

B.Sc., – Computer Science with 75.96% from Urumu Dhanalakshmi College affiliated to Bharathidasan University, Trichy.

Software Skills

Operating Systems: Red Hat Linux 7.0, MS-DOS, MS-Windows 3.1/95/98/NT4.0 Workstation & Server/2000 Professional & Server
Image Tools: Adobe Fireworks CS3, Flash CS4, Adobe Photoshop, Adobe Illustrator, Adobe Capture 3.2, Adobe Indesign & QuarkXpress
Languages: C, C++, PERL
Modeling: Visio 2000 professional, Edraw Max 5.1
Databases: SQL, PLSQL
Markup Languages: HTML, XML, SGML, DTD, DHTML, CSS, XSLT, XPATH, XQUERY

Personal Detail

Date of Birth	:	04/Oct/1978
Nationality	:	Indian
Father's Name	:	S. Arumugan
Marital Status	:	Married.