

DEBASHIS MAZUMDAR

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Seeking assignments in the areas of International business, business planning and strategy

Profile Summary

Global Strategic Marketing & Consulting Professional

Experienced professional with over 10 years expertise analysing markets, developing innovative business strategies and overseeing company-wide implementation. Strong global experience across leading companies in technology, financial services and consulting services. In depth expertise in product development, market testing, marketing and sales in, Middle East, South East Asia, Indian subcontinent and other emerging markets. Facilitated international expansion of operations that brought new products to market and generated corporate revenues over a period of time.

Skills Sets

Profit centre operations	Market Strategy	Strategic Planning
Revenue growth	International business	Product collateral demonstration
Business analysis	Project planning	Alliances & joint ventures

Employment Details

March 2013 – till date: World Consulting & Research Corporation – Consulting Partner – Business Planning

Reporting to Chairman and Group CEO – Business Planning and Strategy – Leading international business teams of WCRCs management consulting division. Responsibilities included market Intelligence, international business, strategic initiatives and client servicing.

- Managing and providing oversight of business and market analysis to Chairman and Group CEO. Monitoring market performance of divisions, products, key initiatives and new launches.
- Developed and executed a marketing strategy shift, including a comprehensive pricing strategy which delivered improved operating margins to the business.
- Secured, negotiated and managed strategic client relationship with over 45 clients across geographies generating sizeable revenues for the business.
- Drafted WCRC strategic and marketing plan sourcing multiple revenue streams across clients and partners.
- Responsible for restructuring, market research and new strategic initiatives of WCRC
- International business development for brand management division of WCRC. Marketing WCRCs in-house branding solutions to corporations based out of India, UAE and Bangladesh.
- Responsible for identifying and developing customer centric strategies, building product guardrails/criteria that bring new brand positioning's to life for WCRC clients.
- Involved in developing and managing 360° media campaign spanning television, print, digital, outdoor and radio activities for clients to optimize returns.

Jul'10 – Jan 2013: Fujisoft Incorporated, Japan as Leader (Account Manager- Sony Mobile -SOMC & Motorola Mobility) – International Business Division

Reporting to the Director – International Business, led growth strategy sessions and delivered results consistently of over JPY 850 million. Responsibilities included market intelligence, sales force effectiveness, communications and strategic initiatives. Directed a team of 5-8 senior professionals, driving business development with multiple domestic and international vendor partners.

- Accountable for SOMC, & Motorola's global account for marketing and sales of embedded software solutions for their android handsets and tablet devices for the global and Japanese market
- Developing reports on market analysis, competitor analysis and market trends with the International business team
- Interfacing across multiple departments within the company to coordinate in-time delivery of projects
- Holds the credit of establishing alliances & partnerships with various hardware & software companies based out of Taiwan, China and United States for long term business interests in Asia Pacific markets
- Instrumental role in implementing long term business strategy for Fujisoft business in China and Asia Pacific region. Making an annual plan and strategy for SOMC, and Motorola for the top management
- Identifying current and future needs of SOMC, and Motorola regarding embedded mobile software solutions for the Japanese and other Asia Pacific countries
- Negotiating based on cost, deliverables & contracts with the teams of SOMC, & Motorola

- Have the credit of representing Fujisoft Incorporated in India for the smart phone project.

Apr'09 – Jul'10: Team India Advisory Limited, India Gurgaon as Senior Consultant – Business Engagements (Japan & India)

Accomplishments

- Leveraged skills in formulating and assisting SEGA, Japan to enter the Indian market in the arcade and online gaming sector
- Efficiently & effectively developed an Indian entry strategy for Toyo Seikan Kaisha Ltd., a can manufacturing company based out of Japan
- Extensively represented OGI Holdings a US\$ 3.5 billion private equity firm based out of Japan in identifying investment opportunities in the Indian Infrastructure & Pharmaceutical sector
- Efficaciously developed an entry strategy for Sagawa - a logistics solution provider company of Japan in creating partnership with an Indian logistics firm

March 06 – Apr'09: Global Strategy & Investment Consulting, India New Delhi as Senior Consultant – Business Engagements – International Business

Accomplishments

- Efficiently & effectively raised:
 - US\$ 80 million for a real estate developer based of West India for their upcoming commercial office spaces in South India
 - US\$ 40 million for a five star hotel project in NCR through debt financing from a nationalized bank of India
- Holds the credit of:
 - Represented Arabia Generale a USD 15 Billion Shari'ah fund based out of United Arab Emirates in identifying investment opportunities in Indian real estate and infrastructure markets

March'04 – Feb'06: Planman Consulting, New Delhi as Senior Associate – International business

- Developed Global outreach program for Indian Institute of Planning and Management in alliance with top Ivy League Business schools in India.
- Liaised and established service level agreement with various Ivy League business schools – Developed joint programs for The Indian Institute of Planning and Management.
- Worked with launch team of Planman Media in formulating the business and financial plan for B&E and PC Magazine.
- Established licensing agreements and created financial modelling frameworks for Planman Media with the New York Times Syndicate.
- Set up offices in the US, UK, UAE and Singapore for Planman to service international clients.

Academic Details

- MBA (Planning and Entrepreneurship / specializing in Marketing & Finance) from Indian Institute of Planning & Management in 2004
 - Administered a group of 7 Researchers for a market feasibility assignment aimed at gathering insights for the success probability of setting up a luxury hotel by the Radisson Group
- B.Com. Hons. (Management Accounting, Auditing, Business Management) from Calcutta University in 1999

Other Courses

- Attended courses conducted by Columbia Graduate School of Business & Indian Institute of Planning & Management:
 - Managing Customers as Investments in 2006
 - Turnaround Management in 2007

Personal Details

Date of Birth:	19 th March, 1978
Address:	"Muktavilla", L-64, Kamdhari, PO- Garia, Kolkata, 700084, West Bengal, India
Languages Known:	English, Hindi, Bengali & elementary Japanese
Preferred Location:	Any Metro Cities / Bangalore / Pune / Hyderabad / Overseas