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Seeking a Mid – Senior Level Management Position with a Dynamic Organization, with a Career Focus on Corporate Strategy, Consulting, Technical Sales, Product Marketing, and Business Development

- - - - - P R O F E S S I O N A L S U M M A R Y - - - - -

- Overall 15 years of Work Experience with an expertise in a variety of Management, Advisory, Consulting, Execution and Business Development Roles
- A seasoned Sales & Marketing Professional
- Vast Experience in helping foreign companies with 'Market Entry' in India & Japan
- Varied Technical Expertise in multiple industries including Semiconductors, Consumer Electronics, eCommerce & Retail
- Diverse & Large Account Management Experience in Technology / Solution Selling, Product Marketing and Consumer Marketing
- End-to-End Business Experience in Operations, People & Resource Management, Product Flow, Consumer Insight Gathering & Analytics, and Brand Building
- In-depth Functional & Management knowledge of Supply Chain Management, Distribution and Logistics
- Deep understanding of working with / living in multiple Countries & Cultures; Easily Adaptive to different cultural styles and work environments
- Multi-Lingual; Fluent with English & Hindi, and Business Level Fluency in Japanese
- Strong Communication & Presentation Skills
- Strong Work Ethics & Integrity ; Excellent Interpersonal Skills
- Ability to Lead, to be a Team Player, Goal Driven & Self Motivated

Entrepreneurial & Management Strategist with Diverse International Experience in Building Businesses, Consulting, Technical Sales, Product Marketing & Business Development

P R O F E S S I O N A L E X P E R I E N C E

Entrepreneur / Founder & CEO

Shin-Indo Trading & Consulting (SITC) Private Limited

New Delhi, India ; February 2010 ~ August 2014

- Established in February 2010, SITC specialized in working with foreign companies looking to enter the Indian and Japanese markets.
- Offered a variety of ***'Market Entry' and Consulting Services*** catered to Client needs ranging from Test Marketing, Market / Business Development, Infrastructure & Logistics Support, Local Sales & Marketing Support, Product Localization Support etc.
- Successfully executed various projects in multiple industries including ***Hi-Tech, Consumer Electronics, e-Commerce, Automotive, Renewable Energy and Apparel space.***
- Was responsible for complete Operations, Finance, Cash Flow, Budgeting, and P&L for the Business.
- Gained deep experience in Branding, Product Marketing and Omni Channel & Retail Sales for both B2B & B2C.
- **India Business Head / Director of ELECOM Co. Ltd.:**
 - Established a ***Joint Venture*** with ELECOM Co. Ltd., Japan's #1 Accessory & Peripheral maker for PCs, Smartphones & Tablets (November 2011).
 - Led the set-up for the Indian operations including building a team of 20+ people, establishing multiple customer relationships and successfully launching the brand in India.
 - Led the unique initiative of launching ***ELECOM EXPERIENCE WORLD*** retail outlet, the first of its kind for ELECOM globally.
- **Omni Channel & Retail Sales:**
 - Partnered with ***Sony Mobile India*** to help penetrate the Indian mobile retail space.
 - Led the unique initiative of conceptualizing and launching ***SONY SMARTPHONE LOUNGE***, the first of its kind retail outlet for Sony Mobile in India (February 2014).
- **E-Commerce & E-Retail:**
 - Worked extensively with ***multiple e-Commerce partners*** in India and Japan including Amazon, eBay, Flipkart, Snapdeal, Jabong, Bag It Today, Infibeam etc.
 - Devised and launched ***many marketing / positioning / branding strategies*** for ELECOM and Sony Mobile India for the e-Commerce space, including building the launch platform for ELECOM India's own e-retail site(<http://www.elecom-india.com/index.php/purchase-online>).
 - Worked with multiple e-Commerce partners on ***exclusive launch strategies*** for ELECOM, including negotiation of margins, deals & contracts, to gain the maximum visibility (and increased revenue) from online sales.
 - Online sales and e-Commerce quickly became ***more than 50% of the revenue*** for ELECOM India.
 - Gained a deep understanding of the Work Flow, Supply Chain Management, Partnering, Strategizing, Positioning, Building, Negotiating and Managing e-Commerce business and relationships.

- **India Market Entry:**

- Consulted / Advised many overseas companies on 'Market Entry' strategies for India & Japan.
- Some of the Clients included *Sanwa Supply* (Consumer Electronics, Japan), *Hitachi Cable* (Network Equipment, Japan), *Nikko Company* (Renewable Energy, Japan), *NIDEC* (Automotive Components, Japan), *Wisair* (UWB Chipset, Israel), *Essence Group* (Home Security, Israel) and *Movidius* (Graphic Chipset, Ireland).

Regional Director Asia

Staccato Communications

Tokyo, Japan (HQ: San Diego, USA) ; April 2008 ~ October 2009

- ***International Business Development:*** Responsible for all Sales, Marketing and Business Development activities in the Asia-Pacific region with primary focus on Japan & Korea.
- Focused on multiple ***Consumer Electronic*** segments (PC, DSC, MFP, DTV, Mobile) with Canon, Fujitsu, Epson, Hitachi, JVC, Lenovo, NEC, Nikon, Nintendo, Pioneer, Panasonic, Sanyo, Sharp, Sony, Toshiba, LGE, and Samsung.
- Enabled Module Vendor partnerships with companies like Alps, Taiyo Yuden, LG-Innotek and SEMCO, and worked closely with these module partners on joint marketing activities.
- In addition to managing a team of FAEs for Japan and Taiwan, day to day management of distribution partners in the region.
- ***Successfully penetrated the Japanese market and enabled Staccato from a 'little known' to a 'well known' company*** in the Ultra Wide Band (UWB) space.
- Company went out of business due to lack of funding.

Global Account Manager

Broadcom Japan K.K.

Tokyo, Japan (HQ: Irvine, USA) ; March 2006 ~ April 2008

- ***Key Account Management:*** Responsible for Account Management and all Sales & Marketing activities for the complete Broadcom product portfolio for strategic customers like NEC, Fujitsu, Hitachi and Lenovo Japan, totaling to revenues over ***US\$ 150M+***.
- Part of the team chosen to join Broadcom from the Sandburst acquisition in February 2006.
- Assigned to penetrate customer accounts further and formulate strong partnerships, with a constant focus on increasing revenues.
- Interacted with multiple OEM's and ODM's (including Taiwanese companies like Foxconn, Quanta, Wistron, Alpha, MSI, Mitac) from lead generation to technical support, including negotiating pricing, schedules, deliverables and formulating long-term product strategies.
- Worked with Module partners like Sanyo, Alps, Taiyo Yuden and Murata.
- Provided constant feedback to various product teams internally on market trends and field requirements.
- ***Successfully engineered and executed a \$100M MoU between Broadcom and NEC*** at the Corporate Level.

Asia Director
Sandburst Corporation
Yokohama, Japan (HQ: Boston, USA) ; March 2004 ~ March 2006

- Company got acquired by Broadcom Corporation.
- **Sales & Marketing:** Reporting to the VP of Sales and Marketing, was responsible for all Sales, Marketing & Business Development related activities in the territory, including day to day management of distributors and representatives.
- Successfully increased market traction with major Network Equipment Vendors in Asia including Hitachi Cable, NEC, Fujitsu and Huawei, with then forecasted revenues of greater than **US\$ 50M**.
- With the concept of 10GbE brand new, grew the region from zero to the most successful revenue generating territory for the company in less than 2 years.
- Was instrumental in securing NTT as a Strategic Investor in 2 rounds of venture capital funding.
- Received the **Outstanding Achievement Award for the Sales & Marketing Person of the Year, 2005**.

Product Marketing Engineer – New Business Division
Paltek Corporation
Yokohama, Japan ; November 2001 ~ March 2004

- **Business Analytics & Research:** Working from a clean sheet, was tasked with finding new technologies and rapidly growing companies that would add to the breadth of the product portfolio at Paltek, with focus on Business Development for venture backed startup companies.
- Generated, studied and negotiated contracts/legal agreements with new suppliers for their product line introduction into the Paltek line card allowing swift and seamless cross company focus, allowing partners to benefit from solution backed sales.
- Responsible for **Field Application Engineering** tasks for ASICs, IC and other various semiconductors/Chips.
- Successfully developed business initiatives for multiple technology companies, e.g., Brecis Communications (Multi Service Network Processor, acquired by Cavium Networks and PMC-Sierra, Inc.), Sandburst Corporation (10GbE Ethernet Switching & Routing), Metalink (xDSL Chipsets), Ashley Laurent Inc (Broadband Security Software, acquired by Cisco), Cicada Semiconductor (Ethernet PHY Devices, acquired by Vitesse), BitBlitz Communications (Optical Re-timers, acquired by Intersil Corporation) and TransChip (Camera on Chip Solutions), all of which successful design wins in the Japanese market today.

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- **Bachelor's of Science – Computer Engineering Technology**
 - University of Houston, Houston, Texas, USA

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- **Available Upon Request**