

Professional Profile

- Accomplished Business Leader with more than 30 years of International and National experience
- Skills and expertise typically reside at the intersection of business development, technology and people
- Proven experience and expertise as a Profit Center Leader building business eco- system, driving profitable growth, growing market share in large corporations and start-ups.
- Industry experience spans across Consumer Goods, IoT, Telecom and HR Tech
- Consistent and proven track record in developing new markets and industry segments
- Well regarded speaker in National & International conferences like CeBIT and NASSCOM
- An influential Columnist in the Times of India with Digital Asset- “Wordly-Wise”

EDUCATION

- Executive Management Program – National University of Singapore;2000
- MBA (Marketing and Operations) –IIM Lucknow;1989-1991
- BE (Hons) (Electrical Engg) - NIT Rourkela;1984-1988

PROFILE HIGHLIGHTS

Defined and Executed the Business Strategy for a leading SaaS-based HRMS/HRTech application

Led the build of a patent-pending, award-winning Remote and Smart Monitoring Platform enabled through IoT.

Market Development for Field Services Management across select Industry Verticals namely Telecom Infrastructure, Hospitals, and Retail and Consumer Goods

Have led Global Delivery and Operations as the Country Head for the IT Services and ITeS Operations (4000 consultants on a business portfolio of \$ 150 mill).

Been a P&L leader for Consumer-Packaged Goods Industry vertical, responsible for market development, solution-driven sales initiatives, and building a global business of \$300 mill over 4 years.

Award Winning Leader for Innovation for the successful launch of differentiated service lines thereby creating new revenue streams.

Led the Data Science Practice rated as among the top 50 in the country by CIO Review in 2014.

Influential Blogger through industry-defining Blog (Wordly-Wise) in Business and Technology on Times on India

SKILL SETS

Executive Leadership encompassing Vision, Strategy & Execution

Ability to identify strategic synergies for business growth

Ability to work across industries and technologies with a sharp learning curve.

Rich Industry expertise in Consumer-Packaged Goods and Retail.

Building market-relevant service offerings and developing international and national markets.

Demonstrated ability in strategy and execution

Proven ability to lead a global, diverse workforce and drive a high-performance culture

Certified Management Consultant

EMPLOYMENT DETAILS

September 2022 –date – Board of Advisors, ICURO Inc
Industry – AI/ML

February 2022 –date – Adjunct Faculty, IIM Kozhikode and IIT Mandi
AI/ML, Business Strategy and Communications

July 2020- June 2022 Chief Strategy Officer – Icomm Technologies

Industry – SaaS in HRMS

Spearheaded the strategy function at Icomm Technologies and its marquee, industry-leading HRMS platform-formulaHR ontSaaS platform.

Primary expertise as a practitioner with a focus on strategizing and executing disruptive business propositions and technologies in the highly competitive HRMS market.

Achieved the goal to establish the market leadership position in the Private SaaS industry segment in the regions of choice.

Dec 2016- June 2020 Country Head – AM Technologies

Industry – IoT in Field Services Management

Responsible for leading the Development Center as a Start-Up organization and the market development for Field Services Management enabled through the IoT Platform and Services and leveraging the organizational capabilities inkey industry verticals like Retail, Telecom Infrastructure and Hospitals for Smart and Remote Monitoring Services.

Leaders in the industry have accepted the product, a few being the largest Telecom Infrastructure co in India and the leading Telco provider in Sri Lanka.

Key Highlights:

Built the Open-Source Technology Stack IoT platform for Industrial Field Services Automation, in a Build-Operate-Transfer model. Thishorizontal platform is a scalable one with the ability to be deployed to accommodate industrial sensors, across equipment.

The validation of the platform is through the market acceptance with leading Telecom infrastructuretower companies in India and Sri Lanka selecting the same for remote and smart monitoring of filed equipment.

The platform is an award-winning one (Aegis Graham Bell Award for Innovation in IoT -2019).The platform is

US Patent pending (filed in May 2020). Built a backward supply chain for industrial sensors for pilots

April 2012 – Dec 2016 Country Head, India – Technosoft Corporation (now known as Apexon)

Industry – Global IT Services

Revamped the Delivery and Operations model

Led the Market entry initiatives in new geographies like UK and Middle-East with geography-specific, low-cost, and high-impact market identification and entry strategies.

Launched Integrated IT and ITeS business service offerings in the areas of automating Medical Codingfunctions in the Revenue Cycle Management for the US Healthcare Industry

Established innovative HR and employee engagement initiatives like "VAULT", "and Leap Frog with high-impactresults in employee retention.

Created differentiated Service offerings in the areas of Data Science and Mobility and built standalonerevenue streams with a team of more than 100 consultants.

Launched the SAP practice with a special focus on new dimensional areas like SAP Hybris.

Identified new and uncontested business units with substantial and profitable revenue streams like theGlobal In-house Centers in India.

Dec 2005 - April 2012 VP& Global Head, CPG Industry Vertical: July 2009 – April 2012
GM, CPG Vertical Head: Dec 2005-June 2009 - Wipro Technologies

Industry- Global IT Services (Consumer Goods)

Led the creation of the CPG Industry Vertical at Wipro Technologies through a strong Industry focus. Grew witha CAGR of 40 % over 4 years as the fastest growing vertical in Wipro Technologies.

Led the practice to annualrevenue of \$ 300 mill in 2012. Built mega-sized ODC setups for Global CPG organizations like

Nestle, Kellogg's, BAT, Nike, and Johnson Diversey.

The "sub-verticalization" strategy of the industry sectors helped in business understanding and technology enablement resulting in focused solutions that led to revenue growth.

Award-winning and Innovative solutions in Demand Management, Supply Chain Management, and Inventory Management in enterprise applications like SAP helped build thought leadership.

Creating the then differentiated and uncontested service lines for the CPG Industry helped in taking proactive steps in addressing the hithertoneglected area of upstream supply chain management in the industry like manufacturing execution.

Conceived and established Innovation Councils in collaboration with customers as a platform to help customers address business challenges, in areas that were beyond the contract.

Identification of new and uncontested Geographies to reach out for market development. Achieved success in geographies like LATAM and Australia.

May 2001 – Nov 2005 AVP – Retail & CPG Business Unit – June 2001- November 2005, USA

Industry- Global IT Services (Consumer Goods)

Spearheaded the sales and marketing efforts in the US Retail and CPG industry across industry segments.

One of the founding members of the Retail and CPG vertical which grew to a \$ 20 mill USD vertical in 18 months' time with notable successes in 4 Fortune 500 companies

Developed relationships with Industry forums like NRF and Retail Systems. Building business relationships with top consulting firms in the Retail space, like the Lake West Group, Ogden Consultants, and Applied Retail Technologies.

Jan 1998 – May 2001 Region South – Head, Sify Technologies
Industry- Global IT Services (Consumer Goods)

Industry – e-Commerce and WAN services

Developed solution offerings in the areas of Supply Chain Management, and B2C commerce engines. Led the first sale of a B2C Commerce in India in a Leading Apparel brand.

May 1994 – Jan 1998

Regional Manager – East, BPL Telecom

Industry- Telecommunication

Led the sales and service team in Eastern India, Bangladesh, and Bhutan being responsible for sales of EPABX and Voice Messaging systems. The products were in technical collaboration with Alcatel, France.

Garnered nearly 80 percent market share in the hotel and hospitality segment.

This was an extremely good experience in handling a reasonably underdeveloped and price-sensitive market.

May 1992 – May 1994 Sr Branch Sales Executive,
Godrej & Boyce Manufacturing Co, Delhi, India

Industry – Office Automation

Led the sales team for the Electronic Business Equipment division for Karnataka and later Delhi. Products handled printers, fax machines, and electronic typewriters.

It was an enriching experience of handling indirect channels and corporate sales in this responsibility.

June 1988- May 1989 Graduate Engineer Trainee
Telco, Jamshedpur, India

Industry- Automotive

Worked as an Engineer trainee in one of the largest automobile manufacturers in India, in the electrical maintenance and machine rebuilding section of the Forge division.

PRESENTATIONS, PUBLICATIONS, REWARDS

- Columnist, Times of India owning the Digital Asset “Wordly-Wise”
- Co-Inventor – Industrial Field Services Automation, filed for US Patent (Application # 16/866,351)
- Led the Panel for AR / VR for IESA as a precursor to IoT Next, July 2019
- Panel member in NASSCOM Startup Meet in Chennai – “Tackling Competition, Scaling Up Business, September 2016
- Panel member in CeBIT conference in Bangalore on Healthcare and IT – November 2015
- Lead speaker in Shopper and Consumer Insights in Mumbai, 2011, NASSCOM (In Data Sciences) in Feb 2013, CeBIT (Technology and Healthcare) in Nov 2014. Member of Regional Council at NASSCOM, Chennai
- Invited as Speaker to the Retail Summit seminar 2000, under the aegis of KSA–Technopak, at Bangalore. Presented a paper of need to establish Virtual Private Network for exploiting the ERP applications in multi-location Retail Chains.
- Invited to present on PLM 2.0 in Oracle Open World, San Francisco, in 2009
- Represented the Company in the International Mass retailer Association seminar held in Tucson, AZ in Aug 2002 and presented a paper on Offshore Outsourcing Opportunities for Retailers
- Active blogger on Linked In on sites like Data Science Central, with frequently quoted in respective magazines like CIO Review. Among the top 20 bloggers on Data Science Central in 2013.
- Published Paper on social media and the Globalization of the CPG Industry in Consumer Goods Technology magazine, Aug 2010
- Contributing author on Direct Store Delivery – The Emerging Market context, Springer Publication, 2009
- Published paper on Sales Team Building entitled- “Lions, Elephants and others in a Sales Team”, in jobsahead.com, September 1999.
- Awarded the prestigious Aegis Graham Bell Award for Innovation in Feb 2019.
- Awarded scholarship in engineering by the Institution of Engineers (India)- 1984-1988
- Best Leader on Innovation award, Wipro Technologies Aug 2009
- Nominated for the Executive Program in the National University of Singapore in May 2000 in Satyam Infoway (Sify)
- Represented Satyam Computer Services at the Consumer Goods Technology Conference, 2004, in Orlando, Florida.
- Invited by XLRI- Jamshedpur to as visiting faculty on e-Commerce in September 1999.
- Rated among the best in Organizational Behavior and International Marketing in IIM –Lucknow, 1989-1991
- Represented NIT Rourkela in Quiz Time 1985-86-National Semis

OTHER INTERESTS

- Passionate about saving the Bee population from aggressive urbanization. Sponsor of the documentary on Asian Bees called “Colonies in Conflict”
- Led the initiative on Atmospheric Water Generation in the residential Campus
- Enjoy conducting Quiz programs on various topics
- A late bloomer badminton enthusiast

