

Career sketch

- Experience: 24 Years
- Domain: Telecom, IT, now Education
- Functional Areas: Sales & Marketing, Business Unit Head, Corporate Planning, New Product Introduction, Regulatory, Mergers & Acquisitions, Global Business Operations

Chronology of experience:

- 2008 September
- College: IFIM Business School
 - Responsibility: CEO and Director
- 2005 - 2008 (September)
- Company: *Sasken Communication Technologies Limited*
 - Responsibility: Senior Vice President (Global Business Operations) & Chief Marketing Officer
 - Achievements:
 - Part of team that took Sasken through a successful IPO
 - Delivered outstanding Branding & PR for Sasken and its management
 - Headed the team completing two acquisitions valued ~ \$ 50 million
 - Running global business enabling operations "7 X 24" which includes:
 - Information Technology
 - Facilities and Travel
 - Operations Excellence (Project Office and Corporate Quality)
 - Procurement, Logistics and Compliance
 - Mentor: Rajiv C Mody
- 2002 - 05
- Company: *Tata Teleservices Limited & Tata Infotech Limited.*
 - Responsibility: Corporate Vice President (Products and Strategy) & Senior Vice President (Global Marketing)
 - Achievements:
 - Successfully represented the company's interest in a landmark dispute on "Litigation on Interconnection"
 - Handled regulatory affairs and licensing & Interconnect agreements
 - Pricing & Tariffs

- Lead a team that launched a comprehensive suite of “Value Added Services” on a Pan India Basis on a cdma2000 network
- Part of the Tata Senior Management team that oversaw several and significant investments in:
 - Long distance, broadband, etc.
- Added significant value to business through “marketing” and rebuilt the “telecom practice”
- Mentors: S Ramakrishnan and FK Kavarana

- 2000 - 02
- Company: *Sasken Communication Technologies Limited*
 - Responsibility: Business Head for IP Licensing & Head of Marketing
 - Achievements:
 - Initiated to “Services business” and learnt to Manage “Highly talented teams”
 - Negotiated “complex” contracts
 - Failed to launch a “spin-co” and gained significantly from that experience!
 - Identified my passion area “Human Resources” and architected a Performance Management System
 - Established the marketing role in Sasken
 - Mentors: Rajiv C Mody, M C Shekar (Consultant)

- '97 - 2000
- Company: *Tata Teleservices Limited*
 - Responsibility: Regulatory Affairs and Business Development
 - Achievements:
 - Formulated “Strategies” & “Business Plans” in a dynamic market that was nascent and evolving
 - Supported the CEO in presenting investment/business plans to various “corporate boards” and successfully raised the funds to launch a Pan India Telecom Company
 - Part of a team that built one of the first private telecom companies in India in Fixed and Wireless area
 - Mentors: Serge Fortin and S Ramakrishnan

- '95 - '97
- Company: *Glenayre Inc.*
 - Responsibility: Pre-Sales support for Paging, Messaging and Microwave communications systems in South and South East Asia

- Achievements:
 - Evangelized the need for “Value Added” Services in what has emerged to be the fastest growing wireless market
 - Was the public face in several product/market expositions
 - Helped established Glenayre as the market leader for some product lines in the SAARC

 - The Middle East: '89 -'95

 - Companies:
 - SSB, Muscat, Oman (forgettable!)
 - ATS (Division of Serco PLC, UK), Bahrain
 - Responsibility: Sales of Telecom, Broadcasting and Aviation Infrastructure in the Arabian Gulf
 - Achievements:
 - Sales of “cutting edge” Infrastructure Systems & Services
 - Exceeded expectations consistently
 - Company: United Telecom Limited (Then a UB Company): '86 -'89
 - Responsibility: Marketing and Customer support for PBX systems & Other telecom equipment
 - Achievements:
 - Was the public face of the company in many industry & customer forums
 - Part of team that had many “firsts” in the Indian telecom market
 - Understood what it meant to run a business in my role as the Executive Assistant to the Head of the Business
 - Mentor: ES Venugopalan

 - Company: *HCL (Telecom division) : '85 -'86*
 - Responsibility: Sales of PBX systems
 - Achievement:
 - Met/exceeded Sales Targets
 - Mentor : K Venkatraman
-

The learning journey

- 1980 - 1985
 - Bachelors of Engineering
 - National Institute of Engineering (Mysore)
 - Area: Electronics and Communications

- 2006 - 2007
 - Diploma in Management
 - INSEAD, France (part of six university consortium (www.impm.org))
 - Area: General Management

- 2007 - 2008
 - MA (Management);
 - Lancaster University
 - Area : Human Resources

- 2007 - Work in Progress!
 - Executive Follow Program in Management (PhD)
 - XLRI, Jamshedpur
 - Area: Organizational Behavior

Personal Details:

- Age: 46 years
 - Wife: Rekha,
 - Kids: Pooja and Prashanth (Twins) at University
 - Parents: Both Rekha's and mine have retired from work and are in Bengalooru
 - Residence: 670, 15th Main, 38th Cross, 4th T Block, Jayanagar, 560 041, Bangalore.
 - Contact Information: Email: swami_krishnan@yahoo.com & Mobile: +919880279264
-