

Professional Synopsys:

- Top performer with 10 years of experience in Marketing, Strategy and Business Development
- Managed portfolios in excess of \$25 Million for gaming and mobile technology companies
- Currently working as Chief Marketing Officer, Empower Labs Pvt Ltd

Professional Experience:

Divisional Head – Marketing, Innopark India Pvt Ltd

Hyderabad, Nov'11 – Dec'15

- o Design marketing strategy and prepare roadmap for Bingo and Casino gaming products based on business goals for domestic and international markets
- o Led a 20 member marketing and branding team to drive the execution of marketing roadmap. Instrumental in achieving a 400% YOY growth in revenue for last 3 years.
- o Manage annual advertising spend of over \$2 Million across marketing channels like Events, PR, Mobile marketing, Email marketing, Search advertisement, Display advertisements and Affiliate marketing. Achieved an ROI of 7.6, one of the best in the industry
- o Design product roadmap and work closely with technical team to ensure the execution
- o Implement inbound lead generation campaigns to acquire new customers. Implement CRM & automation tools to manage and grow existing accounts to meet annual revenue targets.
- o Proposed and implemented customer retention plans, gamification, targeted promotions and data driven marketing initiatives to improve customer life time value.
- o Establish thought leadership in igaming by publishing whitepapers, newsletters, Press Releases, testimonial videos and magazine interviews
- o Oversee branding and communication team to design collaterals for all marketing requirements

AGM – Sales, Netcore Solutions Pvt Ltd

Mumbai, Oct 2010 - Oct 2011

- o Led a 5 member sales team responsible for conceptualizing and executing tailored digital marketing solutions for MNCs like Apple, Colgate, RIM, ICICI Prudential and Tata Motors.
- o Ensured revenue growth through sale of online and mobile marketing solutions through partnership with agencies and channel partners.

Design Engineer II, STMicroelectronics (pre-MBA)

Noida, Oct 2005 – Dec 009

- o Deputed to Grenoble for company critical project. Received “Key Employee Award” for commendable onsite performance
- o Filed and granted a patent for reducing power consumption of RAM - US8489943. Received “Best Performer Award” amongst 400 employees for excellent all round contribution

Education:

Year	Course	Institution	Percentage
2010	Post Graduate Program in Management	S. P. Jain Institute of Management & Research, Mumbai	3.21/4
2005	B .Tech	BITS Pilani	8.01/10

Prior Academic Achievements

- o Secured **13th Merit position** with **95%** in Maharashtra Board XII Exam Nagpur, India
- o Secured **14th Merit position** with **91.06%** in Maharashtra Board X Exam Nagpur, India