

## **DEVIPRASAD GHOSH (DEV GHOSH)**

**Mobile No.:** +919324705051 / 6301844904

**Email:** dp\_ghosh@yahoo.com, **Skype:** dp\_ghosh

**Permanent Address:** Flat No. A-202, Raheja Vistas, Nacharam, Hyderabad  
– 500076



### **MARKETING & BUSINESS MANAGEMENT**

### **CONSULTANT & TRAINER**

#### **Objectives:**

With more than 25 years of industry practitioner, teaching and training experience in Marketing & Business Management, I have the right balance of practitioner and teaching experience to be ideal corporate trainer and consultant.

#### **Career Highlights:**

- Extensive industry experience in Marketing and Product Management domains. Developed Annual Operating Plan and Marketing Strategy for business year after year.
- More than 25 years' experience in both B2B and B2C domain – IT/ Telecom services, Communication services, Media Services, Education & Training services, Industrial Product & Services.
- Extensive experience of Initiating, planning, executing and managing IT/Digital projects such as Website development, IT portal development, New Product Development and Business projects such as product launches, retail network development, telecom network planning, Brand Change Implementation.
- Extensive experience of Developing and Managing Training and Education Programs from Training need analysis, Training content development, Training implementation, Training assessment, Training program Management.
- Notable highlight of my career has been building and launching new products. Few notable achievements in this area are:

1. Launched India's First CDMA Mobile Services – Reliance India Mobile
2. Launched India's First Wireless Basic Phone – Reliance FWP
3. Launched India's First Wireless Internet – Reliance NetConnect
4. Launched India's First Dual SIM Phone - Reliance Mobile Blackberry (CDMA + GSM)
5. Launched India's First HITS Digital Television (SITI DIGITAL) with Zee Television Networks.
6. Launched 3G services in India with Aircel

- Built some of the leading brand to No.1 & No.2 positions in the category namely Walls' Ice Cream, Amul Ice Cream, Knorr Soups & Spices, Castrol Lubricants, HDFC Bank, HDFC Home Loan, HDFCrealty.com, Godrej, Novartis, Wipro, Reliance Mobile.
- Proven experience in building start-up organizations from defining organizational structure, creating job descriptions, Job Profiles, team recruitment, creating processes & systems and Team Training
- Conducted Training program in Digital Marketing, Project Management and Services Marketing for several organizations.
- Skilled at selecting, negotiating, procurement and subsequently managing delivery from outsourced business partners, advertising agencies, media agency, research agencies, PR agencies, Web Developers and other business and technology vendors.
- Adept at identifying, initiating, planning and managing market research projects both qualitative and quantitative research.

**Key Knowledge and Skills:**

- |  |                       |   |
|--|-----------------------|---|
| • Strategic Planning                   | • Strategic Marketing | • Business Development                              |
| • Marketing Research                   | • Brand Management    | • Product Management                                |
| • Business Analysis & Strategy         | • Project Management  | • Customer Relationship Management                  |
| • Media Planning & Buying              | • Digital Marketing   | • Advertising & Integrated Marketing Communications |
| • ATL/BTL/DM/Collaterals/ Case Studies | • Client Management   | • Team Leadership                                   |

**Professional Education & Certifications:**

Degree	College / University / Institute	Period
EFPM (Digital Marketing Strategy)	Indian Institute of Management, Lucknow	Pursuing
MBA (Marketing)	SP Jain Institute of Management & Research (SPJIMR), Mumbai	1994 - 1996
B.E. (Electrical & Electronics)	Birla Institute of Technology, Mesra, Ranchi	1986 - 1990
Project Management Professional (PMP Certified)	Project Management Institute (PMI), Pennsylvania, USA	2012
Post Graduate Advanced Diploma in Management	All India Management Association (AIMA), New Delhi	2004 - 2005

**Key Experience: 25 Years+**

Period	Employer	Position Held / Role	Nature of Duties
Nov 2014 to Present	Institute of Management Technology, Hyderabad	Assistant Professor & Chairperson-Centre of Digital Marketing	Teaching e-Commerce & Digital Marketing, Social Media Marketing, Media Management, Services Marketing and Strategic Marketing, Product Management.
2012 - 2014	GraphMatrix Consulting, Hyderabad	Founder and Managing Director	Marketing and Project Management Consultant & Corporate Trainer
2010 - 2012	Aircel, Kolkata	Circle Head – Marketing (General Manager)	Head of Marketing function for Telecom business consumer and enterprise segments.
2007 - 2009	Wire & Wireless India Ltd., Mumbai (Zee Networks)	National Marketing Head- (Vice President)	Head of Marketing for Media Distribution and Broadband to Households, Institutional buyers, Society, Townships and Cable Operators segments.
2002 - 2007	Reliance Communications Ltd., Navi Mumbai	National Marketing Head- (General Manager)	Head of Marketing Function for Consumer Postpaid, Enterprise Wireless & Data Business.
1998 - 2002	FCB- Ulka Advertising Ltd., Mumbai	Group Manager - Client Servicing	Managed Communications and Media Services for brands AMUL, KNORR, CASTROL, HDFC BANK, HDFC, GODREJ, WIPRO, NOVARTIS
1996 - 1998	LINTAS India Ltd., Bangalore	Senior Account Executive - Client Servicing	Managed Communications and Media Services for brand WALLS ICE CREAM
1990 - 1994	Advani - Oerlikon Ltd., Kolkata (ADOR)	Sales Engineer	Sales & Marketing for Welding and Cutting products in East India.

### **Case Studies Developed:**

1. Case: **“Commercial & Industrial sector for Energy Storage Solutions in India: A Case Study of Exicom Power Solutions”**. “International Research Journal of Engineering and Technology (IRJET)” (May, 2019; e-ISSN: 2395-0056)
2. Case: **“B2B Social Media Marketing Mix Optimization Model: A Case Study of a SME in Corporate Training Services”**. “Journal of Advance Research in Business Management and Accounting” (May 2019; ISSN: 2456-3544)
3. Presented a Case titled **“Adpelz Digital: Defining Digital Advertising”** has been awarded 2nd Prize in the recently concluded 6th International ICBM Case conference 2018 held on 29th Dec 2018 at ICBM School of Business Excellence at Hyderabad.
4. Presented a conceptual paper titled **“E-Service Experience as antecedent of E-Loyalty”** Prize in the recently concluded 3rd International conference on Emerging Markets, 2019 held on 18th & 19th Jan 2019 at Institute of Management Technology Hyderabad.
5. Case: **“Application of Linear Programming for Direct Marketing Media Mix Optimization Model: A Case Study of a Company promoting its IT Training Services”**. “International Research Journal of Engineering and Technology (IRJET) (April, 2018 ; e-ISSN: 2395-0056)
6. Case: **“Application of Linear Programming for developing Distribution Optimization Model for Services: A Case Study of Hospital Specialty Services Distribution”**. “Journal of Advance Research in Business Management and Accounting” (April 2018; ISSN: 2456-3544)
7. Case: **“Distribution Optimization Model: A Case Study of Mobile Handset Distribution System”** Name of Publication: “Journal of Advance Research in Business, Management and Accounting” (April,2017, ISSN: 2456-3544)
8. Case: **“Digital Media Mix Optimization Model: A Case Study of a Digital Agency promoting its E-Training Services”**. Name of Publication: “International Journal of Research in IT and Management (IJRIM)” (March, 2017, ISSN: 2231-4334)

9. Case: **“Food Adulteration in India – An issue of Policy or Social Systems?”** Name of Publication: “International Journal of Social Sciences” (Issue: June, 2012; Print ISSN: 2249-6637; Online ISSN: 2321-5771)
10. Case: **“Strategic Planning Model for Suppliers of Unbranded Retailer Products: A Case Study of a Small Enterprise supplying Leather Goods”**. Name of Publication: “SIDDHANT - A Journal of decision making” (Issue: Sept., 2011; Print ISSN: 2231-0649; Online ISSN: 2231-0657)