

Profile – Dibyendu Choudhury



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D.O.B : 21st December,1971**

SUMMARY OF EXPERIENCE:

I'm a dynamic individual possessing a wealth of experience in Business Development specifically in the Software industry and ITES spaces having started my career in High-end scientific instrumentation sales and services and then shifting to an offshore sales career with Choice Connex/Infovision Software in 2000. During my last 14 years of total experience I've got 8 yrs of US experience in the offshore business, I have served in a different capacity with offshore organizations like Choice Connex, Iconnexion, HD Dimension. As a "Hunter" and "Farmer", I have contributed consistently to the direct Sales revenues by 10-20% year on year basis. This had been only achieved through persistent Cold Calling, Targeting, Prospecting, Presenting and through relationship building. These efforts had contributed push to the organizational horizontal & vertical boundaries of service based developments. In addition, I've outperformed my Sales Targets by 50% through new business ventures, and new account acquisitions. I've been involved in defining customer expectations, and leveraged customer references for incremental businesses internally and externally. I've worked as a "Trusted Advisor" to the Directors or Boards to identify organize and leverage the required resources to affect the sales and identifying the potential organization for taking over almost in my every role.

Presently, shifted to the educational field and want to establish myself as a prominent educationist with a world famous educational organization. Want to contribute and enhance my knowledge with the Industry leaders.

Strategic Leadership:

- Analyzed the strategic business focus, industry landscape, competitive dynamics, customer base, value chain opportunities to focus on maximizing outcomes, lower risks, enable new markets bringing productivity gains and profitability to customers.
- Managed long Software sales cycles, involving multiple divisions.
- Supported Practice Development.

Business Growth:

- Grew consulting businesses through consultative selling identifying needs, presenting competencies, and influencing decision makers.
- Broadened the communication channel with existing clients to grow the businesses and manage the risks.
- Tapped direct & indirect sales channels including RFP / RFI, Prospecting, Cold Calling and conducted sales presentations to open new client relationships.
- Worked with internal teams on competitive analysis, offshore strategy, partnership & alliance, and sales collaterals.

Customer satisfaction & Relationship management:

- Improved Operational behavior of customers by structuring their engagement in service delivery

process.

- Defined Service level standards / agreements (SLA), structured communication needs, directed weekly status meetings with customer managers, drove monthly performance review meetings with customer executives, managed technology projects & program financials, prioritized service needs, and managed service requests and integrated customers' requirements to provide service quality improvement.

Personnel management:

- Promoted culture of innovation, creativity, high-performance, empathy, and team spirit.
- Established clear performance measures, accountability, leadership pipeline, started needs based training, individual mentoring, timely feedback, knowledge and performance measurement to develop business, behavioral, organization and technical skills for innovation.
- Ensured the customers' voice is part of the team's performance appraisal. Allocated resources and assisted in the team's capability improvement through individual mentoring, training, appreciation, and encourage risk taking.

Vertical Experience:

- Instrumentation- Transducers, Electron Microscopy, Note Counting Machines, Computer Hardware
- BPO/ITES- Call Center, Medical Transcription
- Information Technology > Consulting & Recruitment
- Education- Management

Current Roles & Responsibilities:

- Carrying out designated teaching (e.g. via lectures, seminars, tutorials, workshops, laboratory work, field trips etc) and assessment duties in the areas of expertise, or as otherwise required by the School.
 - Participating in the development and preparation of teaching materials.
 - Providing tutorial and personal guidance for students.
 - Supervising undergraduate and postgraduate projects.
 - Developing and maintaining expertise in subject areas e.g. Marketing & Retail Management.
 - Participating in the subject and course development.
 - Participating in curriculum development and, in particular, contributing to the introduction of new methods of teaching and learning for both regular and executive education.
 - Undertaking Course Leadership responsibilities, if required, and carrying out all duties associated with the management of the course.
 - In particular, undertaking a significant role within the management of the MBA programme.
 - Undertaking appropriate administrative responsibilities (e.g. year tutor, student selection, examination organization, placement organization, timetabling, maintaining attendance records etc).
 - Assisting in the supervision and visiting of students during their periods of work experience.
 - Promoting and marketing the School and its courses to local, national and international clientele (including student recruitment).
 - Maintaining working relationships with other Schools/Departments/Units within the University, as necessary, for the smooth operation and continued development of the School and its courses.
 - Actively participate in and suggesting relevant staff development activities.
 - Actively pursue and/or encourage research activities (e.g. writing for publication, developing own research, supervising research students, establishing externally funded research projects, presenting at conferences etc).
 - Engaged with other staff, wherever possible, in consultancy activities relevant to the School being the Chair of Management Development Program (MDP).
 - Establish and maintaining relevant professional and industrial links, as necessary, for the effective operation of the School's course (e.g. engagement in work of external bodies, educational and
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professional).

-Represents the School on relevant University committees and the School and University on external committees.

-Carries out such other related duties as may be required.

EMPLOYMENT PROFILE

Duration	Last Designation	Organization
May'09- Till Date	Associate Professor	Asian School Of Business Management
Sept'08- Mar'09	General Manager- Consulting	Maarga Systems Inc (Chennai & US)
Oct'07 – Aug'08	VP-Sales	HD Dimension Corp (Kolkata & US)
May'04 – Sept'07	Chief Marketing & Offshore Delivery Consultant	Iconnexion LLC (Delhi & USA)
Jan'00 - April'04	Corporate Communication Officer	Infovision Software Pvt Ltd (Choiiconnex LLC) – (Kolkata & USA)
Mar'95-Decem'99	Customer Support Engineer	Leo Electron Microscopy Ltd (India & UK)

ACADEMIC PROFILE

Qualification	Discipline	Institute	Year of Completion
Fellow	E-business & CRM	Indian Inst of Materials Management	2009
MBA	Systems Management	IISWBM, Kolkata	2001
PGDBM	Marketing Management	Management & Technical School	1998
B.E.	Electronics Engineering	Bangalore University	1995

OTHER PROFICIENCIES

- Strong customer focus, technology base, business acumen, relationship Management skills
- Highly proficient in most of the widely used software, Networking and peripherals issues, Web services and data communications, Multimedia and Graphic applications, Database issues.
- High expertise and research experience in E-Commerce and B2B concepts and issues.

Consultation handled on Individual Capacity so far:-

- 1) **Ronco Candle(US) – A Puerto Rico Based Importer-** Helped this company to find sourcing partners from India & China in candles, Auto & Solar products. During 2003-2005.
- 2) **Epicare Ltd (UK)- Deals with** skin care products, Helped them getting into ties with Egyptian & Indian Distributors. During 2004-2006.
- 3) **Dishari Management Consultancy Ltd (Canada)- (www.dishari.ca)** – A major Canadian Consultancy. Helped them in project execution plans and Alliances with Indian IT service providers for a major of e-Governance project in Cairo, Egypt. During 2006-2007.
- 4) **Cogentech Management Consultants (P) Ltd (India)- (www.cogentech.co.in)** Indian BPO service provider. Helped them to establish a full- fledged Call center (Voice Based). During 2005-2006.
- 5) **Cyberonium Inc (Canada) (www.cyberonium.com)** – A client of Iconnexion. Helped them in designing the business case and the course details for a Call Center training module and implement a distant e-learning curriculum. During 2004-2006
- 6) **www.123greetings.com (India)-** Helped this company set up their outbound telemarketing team for their sponsored link program and to strategize their Internet Marketing, PPC and CPM earning. During 2006-2007
- 7) **www.respond.com (USA)-** One of the largest yellow page company in USA, helped them in off-shoring their Lead Verification process and Outbound tele- verification process in India. During 2007
- 8) **www.clicksaltlake.info (India)-** A small regional web player focusing on niche users. Helped them redesigning their site and internet strategy to cater their needs for the local people and implemented business directions. The site architecture was made SEO friendly, which enhanced their ranking by more than 200000 in 3 months in Alexa. During 2007 Aug- Nov

Note:-- Regular contributor in personal Blogs on diverse issues on e-business and Change Management

- 1) <http://dibs007.blogspot.com>
- 2) <http://clicsaltlake.blogspot.com>
- 3) <http://dibyendu007.tripod.com/phd.htm>

References would be made available on request.