

SAMIR SAXENA

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SENIOR LEVEL EXECUTIVE, ADVISOR, CONSULTANT –TELECOM, MVNO, VAS, IOT, IT & SOFTWARE SOLUTIONS

Visionary, Strategy, Execution & Leadership, Global Span

An astute & strategic leader with almost 3 decades of extensive experience in Telecom, MVNO, VAS and Software industries. Experienced on both the sides of Business i.e. Mobile Services & Network Operator (MNO) as well as with Telecom & IT Vendors. First-hand knowledge of Telco Business & Operations. Highly effective in understanding business requirement and translating it to vendors/solution providers for smooth deployment of products/solutions and managing Multi vendor environments. Experienced in creating innovative solutions, products & systems, improved customer experience and driven greater efficiencies & gains. An expert presenter, negotiator and businessperson, is capable of forging strong relationships with stakeholders, strategic partners, vendors & clients and build consensus across multiple levels in organization. Reputation in building and leading highly motivated cross functional & cross geographical teams.

Core Competencies

- | | | |
|---|---|--|
| • Sales & Marketing strategies – New market development and penetration | • Business & Technology -Planning & Transformation | • MNO/MVNO Telecom BSS/OSS/VAS Eco System |
| • P&L Management | • Deal Structuring | • Growth Management and Business Development |
| • Product and Services Monetization | • Product marketing support & rollout | • Product Management Support |
| • Pre-Sales & Technical Sales | • Requirement Analysis, Solution planning & design | • Partner and Vendor Management |
| • Managed Services & Operations | • Process and Change management | • Techno –Commercial, Techno - Functional |
| • Digital Transformation, IOT & Automation | • MVNO/MVNE/MVNA - technology & business planning, new business setup | • Team Building and leadership |

CAREER HIGHS

- Consulted and Enabled Covalense technologies in winning multiple implementation projects across multiple countries for **MVNO (Liberty wireless –circles of life) - \$5M per annum** continuous stream for next 3-4 years.
- Guided and supported Covalense Technologies in building Service Monetization products with Omni channel, Analytics/AI enabled CRM+ Service Order management + Billing solution.
- Supported Telcordia Technologies India in winning businesses worth **\$ 250M**
- Managed **P&L worth \$40M** for Telcordia India
- Setup of IN-NOC and **Managed services KPIs & Rewards process** for Airtel while in Ericsson –attempted first time in India
- **Launch of first IN (Intelligent Network)** in country and CAMEL based roaming
- Multi business & marketing product launched for Airtel (Bharti) for Prepaid Subscribers attracting higher revenues, Customer loyalty & gaining more customers.
- Supported Product creation and design for Digital MVNO (Liberty Wireless –Circles of Life).
- Solution design along with Multi Vendor team for Tracfone USA transformation project

PROFESSIONAL EXPERIENCE

Feb'18 – Jan'19 - Covalense Technologies Pvt. Ltd.

Director Mentor/Advisor Role

Covalense is a SI for Oracle Corporation and implements Oracle Products including BRM (Billing and Revenue Management).

Represented Covalense at their prospective telecom and MVNO clients as a Telecom & MVNO domain expert and helped them bag multi-year multi-geography contracts. Established Presales and Business management functions, Formulated strategies for business expansion and operational efficiencies - business processes, systems and organisations restructuring for business improvement. Automated business processes - Sales& Presales and HRM

- ✎ Advised/Mentored/Consulted on
 - Telecom/MVNO business and business processes
 - Business planning and business development for MVNO, MVNE, MNO and other communication services based clients
 - Telecom architecture -BSS, OSS and integration with Core
 - Product improvement, pricing & positioning and marketing
 - Project roll out planning support
- ✎ Guided the team to develop an advanced CRM product coupled with Billing products

- To provide end to end Customer management and monetization solution including **analytics and futuristic Customer Experience Management(CEM)**.
- Devised various Pricing models – Subscription, Rental, on premise, Revenue share, Revenue under Management (RUM) for different markets across the globe.
- Helped build technical and Marketing Artefacts, business & technical proposals and RFP/RFI response.
- Helped in building a strong sales pipeline.
- Helped in positioning and marketing the CRM/Monetization solution in Worldwide market for different Industry domains – **Telecom/MVNO, Media, Cable and Broadband, Logistics, ISV, retail** etc.
- ✚ Solution Advisory role for creation of Transformation solution and project planning for **Tracfone USA** – a mega Project covering multiple aspects
 - migration approx 25Million subscribers from multiple Legacy systems
 - an integrated, future proof Solution hosted on Cloud.
- ✚ Represented and helped in closing the deal with **Liberty Wireless Singapore (Circles of Life – New Age MVNO)** for implementation of Converged (Prepaid-Postpaid) Billing Solution across multiple countries.

Key Achievements

- ✓ *Build Presales Function and Strengthened Business processes and systems*
- ✓ *Supported Liberty wireless Marketing team in designing of digital prepaid products*
- ✓ *Guided and supported Covalense Technologies in building Service Monetization products with Omni channel, Analytics/AI enabled CRM+ Service Order management + billing solution.*
- ✓ *Multiple implementation project deals across multiple country won - **\$5M per annum** from Liberty Wireless*
- ✓ *Build inroads to Africa market – Sepctranet Nigeria and multiple clients in South Africa*
- ✓ *Utility customer in USA –HOUZE for CRM*
- ✓ *Developed Pricing model and prices for various markets for the new CRM+billing product*

Advisor, Consultant - Since Jun'13

Working with service providers & vendors, entrepreneurs, business owners helping them in setting up new businesses including MVNOs. Supporting them in creating business plans, designing products & Solutions, Business development, Technical sales & presales, managed services, Operation planning and organisation support.

Work with telecom & IT vendors, MNOs and MVNOs for solution/products planning, product evaluation & implementation, program management. Supported in requirement gathering, RFP creations for Operators/Service Providers and helped in Vendor evaluation and Management for the program. For vendors worked as Voice of Customer, helping them understand customer requirements, responding to RFPs and helping in launch of product.

Some of the Assignments Handled

1. Provided consulting and solution support for many technology solutions like **Telecom BSS, Service Order management, Billing & Charging, CRM, MCA, CRBT/VRBT, Multi IMSI Solution, Loan Management solutions, Customer Lifecycle Management** etc. List of Solution worked is attached as Annexure –A
2. Consulting to IT SI organisation in Bangalore for transformation project RFP responses to Telecom Clients in Africa.
3. Business and Technology planning for a telecom player in Hyderabad
 - Presence across globe,5 major hubs – Americas, UK & Europe, Africa, Asia, Australia & NZ
 - Wholesale voice-**Voice & SMS Hubbing, MVNO & Hosted MVNE, Hosted PBX services, Topup , Mobile Wallet , Mobile commerce**
 - Planned a state of art telecom OSS, BSS and Core network to support above (Specs written and vendor evaluation processed)
4. MVNO planning in Tunisia (through a local consultant)
5. IN / OCS system Audit and planning –Indonesia MNO
6. Business Head role for FTTH for a SI firm in India - Business planning, P&L, Creation of Sales and operations team, Channel Partners for Sales and Services, Marketing events for business promotions, Operation planning and improvements, Innovative products including IOT based products
7. Support a SI firm in India in their Wi-Fi Operations
 - Work with Sales team for Sales planning and forecast, Creation of annual P&L, support Sales team in Business proposition and sales by strengthening their Delivery and Service Assurance process, Monetization of Services, Creation and implementation of Mobile Data offload solution, Helped responding to Govt. RFPs including Smart City Projects
8. Business development and product sales for a telecom vendor in Bangalore - Mainly MVNO clients across Europe and US.

Dec'11 to May'13 with Plintron Global Technology Solutions Pvt. Ltd.

Plintron is a technical arm and partner for one of the biggest MVNO Lycamobile and its various brands. Lycamobile has operations across multiple countries spread across West Europe, US, Australia and expanding its reach to all the countries across globe. Plintron has provided complete IT/software based MVNE platform and enabled Lycamobile to focus on Business development and growth, whereas Plintron manages the technical platform, business operations, managed services.

Global Head

- ✚ Sales operation and Business Development, Business management & Presales involving P&L, pricing and costing, Techno Commercial proposals and contracts, Vendor management, Solution architecture.

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- ✚ Technical and commercial Products & solutions involving Mobile Network, Network core elements (**MSC, MGW, GGSN, HLR, SMSC**), **BSS –OCS, CRM, VAS –CRBT, VRBT, MMS** etc.
- ✚ Requirement gathering, understating Customer Business and Marketing products and plans, translating to product delivery & development teams
- ✚ Creation of customized solutions and Products based on customer's business Requirements
- ✚ Managing Global clients in Europe, US, Australia and Asia. Worked on business strategies –Commercial, Technical & Marketing, sales plan, Business development, New markets, Geographies and segments
- ✚ Road shows, Marketing and business events, Global MVNO and mobile operator events, Media coverage
- ✚ LOBs - **Mobile services, MVNA, MVNE, M2M/IoT, M-Wallet, M-commerce & Money cards, managed IT services.**
- ✚ Worked with clients like - **Tyntec Germany, Pinger US, STC Saudi Arabia (thru Wipro), ACN Europe, Sisteer Brazil/ etc.**

Key Achievements

- ✓ *Contributed for Product enhancements and addition of new Products*
- ✓ *Added Multiple Product vendors as partners and created joint solution*
- ✓ *Business worth **GBP 40M** processed, worth **70M** Pipeline generated.*

May'07 to Nov'11 with Telcordia Technologies India Pvt. Ltd. (Now Ericsson) Gurgaon as Director - India

The Growth Path

Joined as Principal Solution Architect

Promoted as Director

- ✚ Functioned as a member of strategy team for India growth and delivery.
- ✚ Pre-RFP customer engagement, RFP responses, cost & effort evaluation, P&L creations, Price and Scope negotiation, Techno – Commercial contract negotiation. Pre and Post sales customer engagement.
- ✚ Extensively involved in Business Development and Technical Presales -Involved in Sales and coverage plans, Marketing plans – road shows, events and awards, Media Coverage
- ✚ Supported P&L management post sales & 3rd Party vendor management.

Key Achievements

- ✓ *Designed Products/Solutions for multi vendors (Core, VAS) environment.*
- ✓ *Won business worth USD **250M**.*
- ✓ *Added new logos- **Aircel, Uninor and TATA -DOCOMO***
- ✓ *Expansion of business at existing clients - **IDEA Mobile, TATA Teleservices,***
- ✓ *Managed **P&L's worth 40M USD***
- ✓ *Holds the credit of winning the:*
 - *CEO awards for consecutive 3 years for exemplary support in Growing Business in India.*
 - *Cash Awards for exemplary performance in business growth, building team & support customers.*

Dec'04 to May'07 with Ericsson India Private Limited Gurgaon

Customer Engagement & Product Manager - Airtel

- ✚ Customer engagement for Managed services and Capacities, Sales of new feature and products
- ✚ Product management from new product/feature launch perspective with nationwide support
 - Helped customer in launch of lifetime prepaid products, which is milestone in prepaid history of INDIA.

As Regional Hub Head – Airtel

- ✚ Overall Management of Airtel HUB's Operations

Key Achievements

- ✓ *Launched Multi business and Marketing products for Airtel Prepaid subscribers supporting*
 - *Business expansion from **30Million subscribers to 100 million.***
- ✓ *Instrumental in establishing central NOC operation for Bharti IN – A task never attempted before.*
- ✓ *Distinction of winning award for contributing to business excellence for setting up managed services KPI process and earning revenue month by month basis.*

Oct'03 to Dec'04 with Lightbridge, Inc, Noida

Senior Manager – Asia

- ✚ Requirement analysis, Presales engagement, Solution planning and proposal, Channel partner engagement.

Key Achievement

- ✓ *Distinction of winning the BSNL deal along with Nortel as prime.*

Sep'99 to Oct'03 with IDEA Mobile (formerly known as Escotel Mobile Communications Limited)

The Growth Path

Joined as Manager

Promoted as Chief Manager

As Chief Manager, Delhi circle: Sep'99 to Oct'03

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- ✎ Responsible for National Operations, Planning & Deployment of IN (Intelligent Network), prepaid Services, VAS and IT based solutions. Budget planning & Management, new products and VAS planning

Key Achievements

- ✓ Launch of first IN (Intelligent Network) in country and CAP2 based roaming
- ✓ Fore-fronted the launch of IN prepaid services across all Telecom circles.
- ✓ Enhanced revenue and Subscriber by more than 5 folds

As Head (Manager) – IT, UPW circle: Sep'99 to Aug'00

- ✎ Efficiently managed the entire UP (west) Circle operations with various IT and VAS (including prepaid) platforms and products spread over a wide geographical area, Defining and effectuating various policies and process for streamlining operations, Budget planning, creation and Management.

PREVIOUS ASSIGNMENTS

Aug'98 to Aug'99	Vodafone (formerly known as Essar Cell phone) as Deputy. Manager - I.T.
Nov 91 to July'98	DDE-ORG Systems Limited as Customer Engineer Specialist

EDUCATION AND CERTIFICATIONS

- B. Tech. (Electronics) from H.B.T.I. Kanpur -1991
- Certified Corporate Director – Institute of Directors
- Master of Business Administration –Marketing from Sikkim Manipal University
- Negotiation skills –Scottworks Negotiations

PERSONAL DOSSIER

Date of Birth	:	13th July 1970
Family status	:	Married and have 2 Kids
Passport	:	Ready and available

ANNEXURE –A (Technical Solutions worked)

- ✎ IT, VAS, Mobile (OSS, BSS, Core)
- ✎ AI, IOT, Big data and Analytics, Chat-bots
- ✎ Wi-Fi, FTTH, VOIP, PBX
- ✎ IT / Software based applications
 - GSM / CDMA IN & Prepaid application –Camel Based IN, Service nodes
 - VAS: M-Commerce/Mobile Money/Mobile Finance/ Mobile wallet, Payments, CRBT, VRBT, SMSC, MMSC, Location based services, Content Management, MCA/RMCA/VMCA, Campaign Management, Loan Management solution(gifting voice and Data), CTI, Mobile Personalized Advertisement, Multi IMSI solutions
 - Telecom BSS: CRM, Dealer management, Point of Sale (POS) solutions, service order management, Revenue assurance and Fraud Management, Voucher and coupon Management system, Digital Top-up
 - Retail billing, wholesale billing, interconnect Billing, Convergent Billing
 - Telecom OSS – Provisioning and APIs, Service Delivery and fulfilment, Asset and Inventory management, NOC and NMS
 - Bandwidth Policy Manager
 - Enterprise Solution
 - Banking
- ✎ IT/software based MVNE/MVNO/MVNA innovative solutions
- ✎ Smart City Solutions – Smart Parking Management, Smart Lighting, Smart, CCTV and control centre, Smart Dustbins etc.
- ✎ Others
 - Telecom network Core Products – MSC, HLR, GGSN, IN / Online charging based solutions – Least cost routing, Innovative Roaming Solutions, VOIP Switches and PBX
 - Mobile Data Offload solution for Wi-Fi networks
- ✎ IOT – Smart Home, IIOT/Industry 4.0, Preventive maintenances, Remote Monitoring, IOT based Energy solutions, Smart Parking, Fleet management,
- ✎ Omni channel CRM
 - Customer Management(B2C, B2B/Enterprise) -Customer Journey management, Customer Info Management, Customer Digital Experience management(CX/CEM),Omni Channel Access, Customer Loyalty & Retention Management ,CTI & Chat-bot Integrations, Social Media Integrations, Order Capture & Update, Payment Handling
 - Sales and Partner Management -Marketing & Campaign Management, Sales Funnel/Lead/Opportunity Management and Sales Forecast, Product Catalog, Product Performance, Contract management, Partner/Dealer Management, Sales & Partner Commission management, Sales and partner performance management, Sales Force management
 - Analytics - Predictive & Guided Selling, Predictive & Guided Support, Chat-bot, NBO,NBA, Automated Selling, Automated services
- ✎ Mobile Payment solutions – Mobile Money, Mobile Banking, Mobile Banks, Mobile Payment, Mobile Wallet, Mobile Merchant Payments solutions, Mobile Retail Payment, Acquiring solutions (VISA/ MasterCard) QR based payments, Biometric based payments, Block chain based transaction security, Mobile remittance, Mobile Loan Solutions (Salary loans)