

VIVEK PRATAP PUNDIR

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EDUCATION

Emory University, Goizueta Business School, Atlanta GA

Jul 2004-May 2006, **Master of Business Administration (MBA)**

- Concentrations: Marketing, Decision Analysis, Finance, Consulting
- Goizueta's 1st international Woodruff Fellow (Emory's most prestigious award, 100% tuition & stipend)
- Research Assistantships
 - Ashish Sood - Hi-tech marketing (Predicting disruptive technologies)
 - Stefan Stremersch - Hi-tech marketing (Innovation diffusion)
 - Dimitri Kapelianis - Business-to-business marketing (Competitive crafting)
 - Jeff Rosensweig - Global macroeconomic analysis (Shifting demographics and public policy)
 - Patrick Noonan - Decision & information analysis (Strategic decision making)
- Teaching Assistantships
 - Doug Bowman - Product & brand management
 - Bob Davis - Management consulting
 - Klaas Baks - Venture capital & private equity
 - Charles Goetz - Entrepreneurship
- Vice-president, Goizueta Consulting Association
- President, Goizueta Business Technology Association

University of Delhi, Department of Business Economics, New Delhi, India

Jul 1999-May 2001, **Master of Business Economics**

- Majors: Information Systems, Marketing
- Rank #1 in Information Systems major with the highest score (89%) ever in a major
- Rank #1 in Information Management, and Operations Research core papers
- Best presentation award for paper at international conference; paper published in Indo-Austrian collaborative publication foreworded by H.E. Dr. Herbert Traxl, the then Austrian Ambassador to India
- Founding President – IT Club

MJP Rohilkhand University, Institute of Foreign Trade & Management, Moradabad, India

Jul 1999-May 2001, **Bachelor of Business Administration**

- Rank #1 in class
- Secretary, Debating Society

INDUSTRY EXPERIENCE

Jul 2011-current, **Growth Strategy Consultant**, Budapest Hungary, Bucharest Romania, Singapore

- Assisting national CXO teams of a large global media company in creating their digital media strategy
- Created a competitive dynamics model for a digital media company to maintain leadership
- Created a market-penetration strategy for digital payments at a large telco to boost revenues 4X
- Created strategic roadmap to turnaround a telecom co. from €100M/yr in losses to €160M/yr in income
- Developed go-to-market strategy for a mobile operator's new product with annual revenues of €90M

- Created a competitive dynamics model for a global media company in Eastern Europe to maintain leadership despite 3X more competition, with a particular focus on digital marketing
- Performed market assessment and redesigned product of Singapore's leading test prep firm, increasing divisional revenues by ~900% in one year

Go Hero, Atlanta GA

Oct 2008-current, **Chief Strategy Advisor**

- Developing strategy and actionable plans for the core team of the hi-tech learning-focused start-up
- Creating financial projections and early-stage investor pitches; \$300k investment secured so far

Csillám Világ, Budapest Hungary

Oct 2008-current, **Board of Advisors**

- Deeply involved in the strategy and marketing of the pioneering eCommerce start-up, which has doubled its revenues every year since inception in Oct 2008

Deutsche Telekom (formerly T-Mobile International), Hatfield, UK

Nov 2008-May 2011, **Group Sr. Marketing Manager**, Product & Innovation Division

- Identified, analyzed and prioritized the new over-the-top revenue streams for the company to pursue
- Initiated strategic new business projects including mobile advertising, mobile payments and software subscriptions, contributing to over-the-top value-added product portfolio
- Created the advertising-product strategy; conceptualized, scoped, valued and prioritized high-value products, essentially launching the company's media business expected to contribute 5% to the company's bottom-line by 2016.
- Led a cross-functional, lean project to rapidly (time to market ~30% of typical) and cost-effectively deploy an enabler platform to manage critical functions like permission & profile management, cross-channel ad-delivery, sales optimization, analytics, etc. Led every development step from defining requirements to deployment
- Developed new products to increase ad-inventory, sales rate and inventory value multifold, enabling new annual revenues in excess of €270M by 2016

Rethinking Consulting (*strategy & leadership consulting firm*), London UK

Jul 2007-Oct 2008, **Manager (Strategy Consulting)**

- Developed a simulation to improve strategy deployment at one of the world's largest telecom groups
- Helped create visual strategy mapping tool, projected to contribute to growth in excess of 40%
- Devised a 5-year strategic plan for the consulting practice of a large global accounting firm
- Advised a large telecom company on its product development process, slashing time to market by ~20%

Mar 2005-Jun 2007, **Strategy Consultant**, Atlanta GA, Fairfax VA, Edinburgh UK

- Created a customer-lifetime management roadmap and developed related sophisticated models to increase customer retention by ~15% and share-of-wallet by ~25% at a large regional mobile operator, adapting the healthcare concept of Health-Adjusted Life Years to customer base
- Developed a skill-based routing model using cluster analysis at a large contact center and redesigned processes to improve customer satisfaction by ~11%, service levels (wait times & FCR) by ~35% and operational efficiency (staff utilization, AHT & error rates) by ~48%
- Led the launch of RFID-equipped platforms for CHEP, and initiated pilots with Ford, Toyota and BMW driving potential initial new revenues of US\$12M/year, and with existing customer Procter & Gamble

- Performed business case and feasibility, defined scope and roadmap, and developed customer-focused positioning for RFID-equipped platforms
- Developed customer-sustainability plan, for a large UK utility, with a PV impact of £12M over 3-years
- Conceived, developed and piloted a strategic-plan to cut customer-churn at a large UK utility by 50%
- Devised, for The Coca-Cola Company, a new methodology to accurately quantify the incremental revenue impact of individual presence-marketing efforts, creating a mathematical model to measure marketing-spend effectiveness of over US\$1.1B

The Times of India Group (*India's largest media conglomerate*), Delhi, India

May 2001-Jul 2004, **Product Manager (Social), Head of User Experience, and Strategy Consultant**

- Proposed, conceptualized and designed new mobile services (gaming, dating) to generate US\$3.5M/year
- Created product and pricing strategy for premium digital products to generate ~US\$2.8M/year
- Researched consumer behavior through eyeball tracking mouse heatmaps, and iterative prototyping, and redesigned user interface to boost traffic by ~20% and stickiness by ~35
- Conceptualized, created functional design and managed the launch of world's first webmail address auto-complete feature, increasing new-user registration by 100%, and decreasing dormancy by 40%
- Initiated and led product portfolio rationalization, saving ~30% in costs and increasing usage by ~12%

VPP Associates, Haridwar, India

May 2001-May 2002 (*full-time*), **Founder, Information Systems Consultant**

May 1995-May 2001 (*part-time*), **Founder, Information Systems Consultant**

- Conceptualized and designed a content management system at The Times of India Group that helped them obviate the potential requirement of over 600 staff (FTE).
- Improved response time by 60% and increased guest satisfaction by 15% at Hotel Classic Regency
- Developed payroll and inventory software that improved efficiency of retail stores by up to 40%

AWARDS

- Robert W. Woodruff Fellowship, Emory University

TEACHING

- Adjunct Faculty, Decision Making Skills, International Business School, Budapest
- Adjunct Faculty, Business and Management in Context, International Business School, Budapest

PUBLICATIONS

Acknowledgement

- Sood A., G. J. Tellis. 2010. Demystifying Disruption: A New Model for Understanding and Predicting Disruptive Technologies. *Marketing Science*, pp 339 - 354.
- Kapelianis D., Walker, B.A., Hutt M.D. Those Winning Ways: The Role of Competitive Crafting in Complex Sales Engagements. Unpublished.

Authorship

- Kabra M., Loiwal S., Pundir V.P. 2002. A Brilliant Future. *India-Austria: An overview of Business and Economic Relations*.
- Pundir V.P. 2001. brands@the-internet.com. *Business Economist*.
- Pundir V.P. 2000. Insurance in Reel Life. *Business Economist*.