

PRANAB BURAGOHAIN

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Executive Summary

I am a result driven, action oriented professional with specialization in **Product Development, Product Lifecycle Management, Social Media Marketing, Product & Marketing Alliances** (strategic & product driven) and **Behavioural Training**. I have **17 years** of experience in highly dynamic markets, and in cross-functional, technology driven environments.

Professional Summary

- Versatile product management professional with **8 years** of solid experience in all stages of Product Lifecycle – **initial conception** through market analysis, sizing, customer insights, competitive & performance analysis. **Strategic planning** to build, buy or partner, business modeling, pricing & planning. **Go-to-market** initiatives like positioning, routes to market, pilot launch and customer acquisition plan, sales enablement and formulate roadmaps.
- **7 years** of robust experience for a diverse portfolio of '**Software-as-a-Service**' (SaaS) solutions, which includes Cloud Backup & Storage, Enterprise Collaboration Suite, Live Streaming & Broadcasts, Domain Name Registration & Hosting, Virtual Learning & Collaboration, Human Resource Management Solutions (HRMS) and Managed Security. (**KPI**: EBIDTA / Product Profitability).
- Hands-on experience with Akamai, CloudFront, CloudFlare & BitGravity CDN platforms.
- **3 years** of insightful experience in Product Marketing. Providing a **Go-to-Market** (GTM) launch plan, product positioning, market directions and sales forecasts (**KPI**: P&L).
- Led and managed several alliances with global partners like **Akamai, Amazon AWS, Microsoft, Google, McAfee, HyperOffice, Zoho, SugarCRM, SuccessFactors, Logic Boxes, Britannica Encyclopedia** and **Harvard Business School**.
- Hands-on experience in creating websites, portals, multimedia content in education, e-commerce, gaming & entertainment.
- In-depth understanding of Retail (**B2C**), SMB & Mid-market segments (**B2B**).
- Extremely conversant in new-age Digital Media tools such as Facebook Connect / Ads, Google Developer Console, Adwords, **Firestore, Amazon AWS**, Getfeed PHP, Twitter / Instagram APIs & Promotions, Pinterest, Social Plugins, etc...
- Extensive use of tools like **Google Analytics, HootSuite, Radian6** for consumer behaviour & data analytics, **Social Media** management, engagement and 'listening'.
- **3 years** of **Customer Service** experience has provided in-depth understanding of CRM workflows, user tables and customer centricity.
- **2 years** of training delivery as **Training Manager** (Behavioural, CRM, Products).

Core Competencies

- Product Lifecycle
- Product Development
- GUI & Usability
- Market Analysis
- Product Marketing
- Social Media Management
- Partner Alliances
- Go-to-Market
- Training

Professional Experience

Company	Designation	From	To
CodeCulture Technologies	Co-founder	Sept-17	Present
Sify Technologies (Next Gen. IT)	Head – CDN & Cloud Security	Feb-17	Sept-17
Reliance Jio Infocomm Ltd.	Dy. General Manager - Jio Products	Jan-16	Feb-17
Tata Teleservices Ltd.	Sr. Manager – Enterprise	Sep-12	Jan-16
Tata Communications Ltd.	Product Manager – SaaS	Apr-10	Aug-12
Tata Communications Ltd.	Manager – Content	Apr-08	Mar-09
Tata Communications Ltd.	Asst. Manager – Marketing	Apr-06	Mar-08
Tata Communications Ltd.	Asst. Manager – Training	Apr-04	Mar-06
Videsh Sanchar Nigam Ltd.	Team Leader – Customer Service	Apr-02	Mar-04
Tata Internet Services Ltd.	Sr. Executive – Customer Service	Dec-00	Mar-02

Key Achievements

- ✓ Grew CDN & Web Security revenues by **185%** in H1 at Sify Technologies
- ✓ **XTra Mile** award recipient FY 12-13 for contribution to ‘new business ideas and implementation’.
- ✓ **XTra Mile** award recipient FY 11-12 for going out of the way to make a strategically important broadcasting event, happen.
- ✓ Member of core group in formalizing key alliance with **Google Inc.** – FY 10-11.
- ✓ Rated ‘**Outstanding Performer**’ FY 05-06 for over achieving KRAs / KPIs.

Education

- **Post-graduate** in **Business Management** from **XLRI, Jamshedpur**, via Hughes Satcom network.
- **Bachelor’s Degree** in **Hospitality Management** from **Robert Gordon University**, Aberdeen, Scotland.
- **Microsoft Certified Systems Associate** (MCSA Windows 2000 Professional): 2001

Personal Profile

Born on the 11th day of September, 1979, I love listening to music, playing the guitar & singing along, writing narrative articles, maintain keen interest in photography, and appreciate the arts.

I feel strongly for the deprived & underprivileged and have firm belief that someday, I shall contribute to their upliftment in any possible way.