

Nikunj Verma

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XLRI Jamshedpur
School of Business & Human Resources

PROFESSIONAL SUMMARY

A professional with 6.5 years of leadership experience in **product development, Pre-Sales and technology marketing** areas in differently sized companies in IT Products and IT Services industry.

Highlights:

- * Hands on experience in technological areas of **Cloud Computing, Backup & Storage, Virtualization, Data Networking (Wired and WiFi), Network Security and Network Management.**
- * Experience of **expanding the market** for products by **employing innovative ways** of product delivery (using SaaS model), product demonstration (using VMWare Virtual appliances) and easy product usage (using Configuration templates).
- * Experience of assisting the business development teams in **growing key customer accounts** by building innovative solutions to customer problems.
- * Experience of **assisting the CXO level** executives in **uncovering product-related and market-related** issues and finding solutions for the same.

LIVE INDUSTRY PROJECTS

Aug 10 to Sep 10	Zmanda, USA	Jamshedpur
	<ul style="list-style-type: none">* Devised a marketing plan for the cloud backup product of open source startup Zmanda. The plan was used in the company's board level meetings and included:<ul style="list-style-type: none">* Situation analysis containing SWOT, Product feature matrix and PEST analysis.* Market analysis containing Segmentation, Targeting, Positioning, Marketing Mix, etc.* Recommendations included forking product to cater to different segment, augmenting products, simplifying buying process, etc.	
Oct 10 to Nov 10	Lafarge, Philippines	Manila
	<ul style="list-style-type: none">* Suggested creative ideas to strengthen the distribution channel of Lafarge, Philippines while working as a project intern.* The ideas were tailor made for Philippines market and provided a win-win situation for all stakeholders in the distribution network.* A few of the suggested ideas are being implemented by the company currently.	

EXPERIENCE

Aug 08 to June 10	Zmanda Inc.	Pune
	(A leader in cloud backup and network backup market)	Senior Engineer
	<ul style="list-style-type: none">* Handled technology marketing responsibilities such as creating marketing messages regarding official product release announcements, Wikipedia articles, company website content, customer clarifications on product features, etc.* Involved in presales activities such as conducting product demos, providing cost calculator, creating prototypes for customer requirements, etc.* Conceived, architected and developed an innovative cloud computing based test automation software framework based on Amazon Elastic Cloud. It reduced software development cycle by 30% and testing infrastructure cost by 50%. Also architected and delivered several new features in the company product offerings.	
Apr 07 to June 08	Tropos Networks	Sunnyvale USA/Pune
	(A market leader in Wi-Fi Mesh networking technology)	Senior Software Engineer
	<ul style="list-style-type: none">* Founded and led a 3 member international test automation team adroitly from India.* Developed innovative and exhaustive software modules to help the development of next generation features of Tropos Wi-Fi mesh products. Reduced the time to market by 40%.* As one of the founding members of India office, helped the US based leadership teams in installing the necessary IT infrastructure and HR processes in India office.	

Sep-04 to Apr-07

Nevis Networks

Pune

(A pioneer in secure switching technology)

Software Engineer

- * **Bootstrapped a new team** and established all its critical processes such as effort estimation, task allocation, status monitoring, etc.
- * **Handled project management responsibilities** for this 7 member team which had **5** consultants from an IT services vendor.
- * Led the team through system integration of several new features such as User Access Policies, High Availability, VPN, IDS/IPS, Firewall, etc.

Aug 03 to Sep 04 Infosys Technologies (Cisco Systems)

Bangalore

(A leader in IT services industry)

Software Engineer

- * **Innovatively identified** and automated the time-consuming team tasks and thus **saved 1000 man hours** annually.

EDUCATION

Duration	Degree/Examination	Institute/Board
2010–2011	Post Graduate Diploma in General Management (PGDGM) Areas of Focus: Marketing, Strategy	XLRI, Jamshedpur
	AIM Excell Certification in Technology Entrepreneurship and Project Management	Asian Institute of Management, Manila
1999–2003	B.E. (Computer Science)	Government Engineering College, Bhopal

ACHIEVEMENTS

- * **Won the “Hay Group’s Assessment Centre” event**, which tested the managerial competencies of participants at the XLRI campus in Sep-2010.
- * Represented the undergraduate college and won 3rd place in the prelim round at the **IBM All Asia programming contest at IIT Kanpur in 2002.**
- * **Achieved “Competent Leadership” certification** in Toastmasters International, a nonprofit educational organization having more than 2, 50,000 members worldwide.
- * Completed **certification in Project Management** from Asian Institute of Management, Manila in Nov 2010.
- * **Scored 99.70 percentile and 99.15 percentile** marks, which translates to a rank in **top 600 out of 2,00,000** candidates, in Common Admission Tests (CAT) in 2008 and 2004.

EXTRA CURRICULAR ACTIVITIES

- * As a Senior Executive Member of “External Linkages”, the media relation committee at XLRI, **handled PR activities** of XLRI and covered several important news events.
- * Participated in **several national inter-bschool marketing competitions** organized by IIM-Bangalore, IIM-Calcutta and XLRI Jamshedpur.
- * Member of Editorial team of the company e-magazine at Nevis Networks.
- * Member of “Save Pune Traffic Movement”, an NGO working to improve traffic situation in Pune.
- * Run a **blog on marketing** and b-school life at www.nikunjverma.com