



Sathvik Joshi

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Sales & Business Development Strategist
Growth Catalyst
AV Operations
Digital Content Development
VR / AR / MR and IoT Solutions

LEADERSHIP QUOTIENT

Responsible for the overall planning, strategy, direction and for **building a new revenue stream for Digital Enablement and Audio-Visual systems**; combining direct and indirect selling with business partners/strategic alliances/key accounts

Proven track record of **leading sales funnels as a tool** (through use of engagement or lead magnets) and tracking, nurturing and management through CRM

Expert in creating sophisticated B2B sales models and expanding sales for the company from scratch and catapulting them towards profitable business ventures and increased revenue growth.

Conceptually strong in underlying concepts and technologies of domain area coupled with ability to understand client requirements, end-user requirements and implementing strategies.

Driving new business through key accounts and establishing strategic partnerships to increase revenue

Proven track record of proposing strategic & innovative technological solutions with global CTO / CIO teams & design with an aim to enhance business value around enterprise

Leading business operations transformation through technology by leveraging knowledge & curiosity of current & future digital technologies

Highly result-oriented, decisive with proven success in helping organizations increase their market share and out-perform revenue targets by developing new revenue streams and business models in an ever-changing and dynamic business environment

Creative abilities in developing / strengthening a wide network of aggregators / distributors to ensure wider coverage and deeper market penetration, while capitalizing on emerging market opportunities.

Year-after-year success in achieving revenue, profit and business growth objectives in start-up and rapid change environments.

Implementing Go-to-Market strategy to get a deep understanding of the services/ offerings, competitors' operations and gaining consumer insights on preferences and brand recall

Gifted with superior interpersonal, communication & analytical skills with an ability to work in unison with customers, teams and stakeholders

Domain Expertise

Audio Visual Project Specialist

AV Event Support

AV Workflow Management

Pro Audio-Visual Engineer

Content Producer

Content Localization

Live Streaming Engineer

XR Tech Expert

Geographic Exposure

- 01 Singapore
- 02 Hong Kong
- 03 London
- 04 Dubai
- 05 Greece
- 06 India



PROFILE SUMMARY

Innovative, profit-oriented senior leader with a global mindset, showcasing success in increasing revenues, market share and earnings, achieving cost reductions and improving client satisfaction in customer-facing operations in large, diverse organizations. Multi-skilled professional, brings to the table over 14 years of chronicled success in formulating winning sales and business development strategies with prime focus on P&L Management, ROI Accountability, Sales and Marketing, Business Development, Building Strategic Alliance, AV Operations, Content Development and Client Relationship pre-dominantly across the Media and Technology industry. Currently spearheading efforts as Vice President – APAC at Monolith Technology (S) Pte Ltd., Singapore

CAREER TIMELINE

2019
Monolith Technology (S) Pte Ltd., Singapore
Vice President, APAC
Since 2019

2017
La Vela Pictures Pvt. Ltd., Mumbai (merged with Monolith Technology)
Managing Director
2017 – 2022

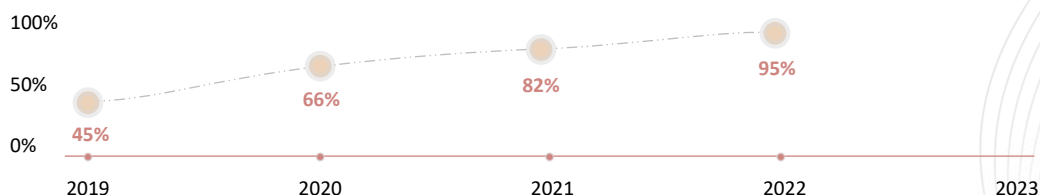
2013
Monolith Technology (S) Pte. Ltd. (INDIA)
Regional Manager at Morgan Stanley
2013 – 2017

2008
AV Production | M-Idea, Mumbai
Operation Manager
2008 – 2013

CAREER CONTOUR

**Monolith Technology (S)
Pte Ltd., Singapore**
Vice President, APAC
Since 2019

CRITICAL IMPACT AREAS RECORDED



Achieved Year on Year (Yoy) Growth

45% (2019) **66%** (2020) **82%** (2021) **95%** (2022)

Handling Fortune 500 clients and delivering first class AV services & solutions across Asia and Europe

**La Vela Pictures Pvt. Ltd.,
Mumbai (merged with
Monolith Technology)**
Managing Director
2017 - 2022

CRITICAL IMPACT AREAS RECORDED

- Stellar role in achieving over 20% growth on year on year targets since 2017
- Leveraged opportunities to develop a new vertical in the AV domain to create new avenues of income
- Pivotal role in exploring technology to create tailored solutions helping clients achieve targets in given budget and time
- Brainstormed & explored new business avenues (Dubbing, Subtitling, VR Video, XR Studio Build, Digital Signage & Sports Video Production)
- Distinction of setting up 300,000 Digital signage screens and managed across India with a 4 member team
- World's 1st VR Video exploring the world's largest container ship delivered in 2018 which helped empower 65,000 employees

**Monolith Technology (S)
Pte. Ltd.**
Regional Manager at
Morgan Stanley (INDIA)
2013 – 2017

CRITICAL IMPACT AREAS RECORDED

- Successfully achieved a **10X** growth YoY with the team across the managed services domain
- Delivering projects and SLA with strong KPI numbers to create world class AV managed services

**AV Production | M-Idea,
Mumbai**
Operation Manager at
Morgan Stanley (INDIA)
2008 – 2013

CRITICAL IMPACT AREAS RECORDED

- 50 + Films Sounds Engineered | 75+ Projects delivered | 10 + Studios Build Projects | 10000 people recorded for audio research for Siri in 2010-2011 across 4 languages
- Is it only AV service you are providing to your clients? This points needs to be enhanced here



STRATEGY AND VISION

01

Strategic Initiatives and Operations

02

Audio Visual Operations

03

Digital/Web Content

04

Sales Analysis

05

Policy and AOP Formulation

06

Sales Funnel Management

07

P&L Management

08

Create KPI SLA and OLA for clients

09

Revenue Expansion

10

Tie-ups and Corporate Partnerships



STRATEGIC RELATIONS



Resource Optimization



Customer Satisfaction and Allegiance



Key Account Management



Strategic Vendor tie up across APAC



BUSINESS PROCESS

01 Sales and Marketing

04 Business Development / Acquisition

07 Lead Conversion

10 Brand Management and Vendor Development

02 Service Launch and Promotion

05 Market Intelligence & Analysis

08 Research & Development

11 New Service Customization

03 Costing and Budgeting

06 Competition Analysis

09 Negotiation and Leadership Skills

12 Problem Analysis and Solving

PROJECTS EXECUTED

- WPP – AV Project commissioning in 2023 China
- Grab – Managed Services 2022 Singapore
- Coral Pharma – Video Production 2022 Singapore
- Morgan Stanley – Video Production Singapore 2022
- DBS – Video Production Singapore 2022
- Facebook - Production Studio Built Project 2022, Tokyo
- Story Tel - Audio Production for Books, 2022, Singapore
- Amcor - Virtual Event Production, 2022, Singapore
- Grab - Studio and Event Space Built Project Consultation, 2022, Singapore
- Facebook - Production Studio Built Project, 2021, India
- Morgan Stanley – Virtual Event support
- Walt Disney - Dubbing and Subtitling 2020, India
- Facebook - Event Space and Studio Built, 2019, Hong Kong
- Facebook - Training and Setup for Live Streaming Studio, 2019, Hong Kong
- Maersk - VR shoot Producer, 2019, Shanghai & Dubai
- Content Manager - for subtitling for OTT, 2018, Mumbai
- Living Foods - AV Producer for Thalys of India for in 2018, Mumbai
- Reliance - Project Manager for Digital Signage pan India deployment, 2018, Mumbai
- Sport for All - Chief Content Producer for 2017, Hyderabad
- Zee5 - Localisation Dubbing and Subtitling, 2018, Mumbai
- AV Producer for TV show pilot Destination Dreams 2017, Malaysia
- Audio Content production for Nuance Communication for Siri, 2012, London, Greece & Dubai
- Sound FX Content development for soundsnap.com 2009, Greece
- Freelance sound engineering projects 2003 – 2013, India

AREAS OF CRITICAL IMPACT

Business Strategy and Growth / Project Management

- Identify new growth avenues across technologies and marketplaces to strategize and beat market growth for all client requirements
- Implement revenue generating business strategies, based on defined AOP, establish business relations with clients, ensure higher market share; tap company's performance in the market, design marketing plans and ensure effective implementation of activities
- Work towards implementation of company's vision, values and strategy; ensure revenue generation and enhancement of market share
- Lead the entire process throughout the Project Development Life Cycle; encompassing Project Scoping, Project Schedule, Project Budget, Requirement Analysis, Content Monitoring and Delivery
- Aligning with client to create an complete sale cycles by supporting in pre-sale, sales and post-sales enquires.

Business Development

- Driving key Strategic Initiatives while identifying and developing new business acquisition opportunities in order to deepen market penetration in the allocated areas and enhancing the client base
- Handle a wide range of business development functions ranging from Marketing, Brand Management, Marketing Communication, Strategic Partnerships / Alliances, PR, Market Research and Competitor Analysis
- Build business development and sales funnel by engaging with key partners / aggregators to have deep level engagement with identified customers and scale to reach and acquire more customers
- Organizing, tracking and prioritizing the various interactions (top to bottom) happening simultaneously within the sales funnel (lead generation, prospect, opportunity and client action).
- Strategically generate leads, calculate more sales forecasts, improve conversion rates at each funnel stage & provide accountability to sales reps determine the exact bottleneck points and specific clogs that lead to lower conversion rates.
- Make fact-based decisions regarding sales strategy to develop the product as a brand while designing effective and cost-efficient implementation programs based on Customer, Competitive, Collaborator, Industry and Company Analysis
- Effectively manage entire marketing and sales process for various distributors to streamline the procedure inclusive of analysing market profile, background, status, competitors' activity, etc.
- Conduct market analysis, visibility on existing and new projects and manage the project throughout its life cycle for proper demand planning

RFP and Commercial Support Analytics

- Render subject matter expertise on structuring client solutions, providing responses to RFI/RFP, holding consultative sales meeting and framing operational solutions for sales & relationship bankers
- Perform Cost-Benefit analysis for all RFPs, RFQs, tenders and other requirements to decide go – no go for bidding.
- Own RFP responses end-to-end and coordinate response completion through ongoing communication, relationship development and teamwork with sales team members and SMEs throughout the company, focusing on collaboration and driving strategic priorities
- Innovate with high-level solutions and respond to RFX questions. Responsible for both RFX completion and RFX sourcing
- Understand strategies and initiatives that will accelerate revenue growth and improve marketing spend effectiveness
- Support the development of a robust portfolio strategy and Customer / Consumer Pricing Strategies to reflect the changing requirements and a dynamic competitive landscape
- Leverage analytical tools by providing insights and recommendations towards the achievement of financial plans and execution initiatives
- Contribute to continually improving business performance by conducting analyses and developing insights to drive velocity and net revenue growth and marketing spend effectiveness

Client Servicing / Key Account Management

- Manage client relationships; possesses a natural flair for building relations, customer service and achieve optimum level of customer satisfaction. Resolve client queries and escalation in the most effective and efficient manner thereby increasing C-Sat ratio
- Accountable for the growth and expansion of the business as well as creating customer value during the lifetime of the existing customers by understanding the customer's overall needs and matching those to the products / services that are offered
- Grow the value of the in-life revenue and loyalty of the customer base. Develop base management strategy and implement activities for customer revenue enhancement, base retention and churn control

Resource Optimization

- Recruit, train, guide, mentor, motivate and oversee daily activities for a multi-cultural team
- Develop, lead a multi-skilled team and enhance skill sets and create awareness of the latest developments
- Assist the manager on team members' performance and appraise team members on their excellence. Identify the bottom performers and suggest them to work on their areas of improvement

ACADEMICS

2010

Master of Arts [Audio Production] from University of Westminster, London

2005

Bachelor of Arts Honours [Recording Arts] from Middlesex University, Singapore