

Braj Mohan Chaturvedi

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In last fifteen years, I have worked in the fields of business development, account management, sales, marketing, consulting, corporate communication, content management, content development, marketing and branding. I have also written several articles and edited a few books on branding and marketing related issues. I like teaching and have been engaged as a visiting faculty, and guest faculty at various business schools.

In the near future, I want to be a Business Leader in a reputed corporate organization taking charge of its growth and profit by sustaining and implementing the best practices acquired from my experience in marketing, sales, leadership, and operations.

FetchHouse

FetchHouse Solutions Pvt. Ltd.

Founder Strategy and Marketing

Responsibility: Alliance and partnership, business development, marketing plan.

As a co-founder, I am actively involved in sales and marketing strategy, business development of the venture. I am also responsible for linking strategic marketing plan with business goals and AOP for clients. My responsibilities included alliance and partnerships with ad agencies and media houses; interaction with clients, and nurturing relationships.

Mcounts

Mcounts Consumer Solutions Pvt. Ltd.

Founder Strategy and Marketing

Responsibility: Digital Consulting, alliance and partnership, digital marketing, business development.

As a co-founder, I am actively involved in strategy, business development, and marketing and sales strategy of the venture. I also spearhead consulting practices, publication relationship, alliance and partnership.

infidirect

Infidirect Tech Solutions Pvt. Ltd.

Advisor and Director

Responsibility: Business strategy, alliance and partnership, business development

As Advisor and Director, I am involved in designing roadmap for the corporate communication, and marketing and sales strategy of the venture. The venture also had conceptualized and developed various online magazines - Habitat Live – a real-estate content magazine, Levelprism - a lifestyle magazine with focus on the women readers, and Amritprasaad – a religious online magazine which was merged with the content vertical of Mcounts Consumer Solutions Pvt. Ltd.

mfinite

Mfinite Marketing Solutions Pvt. Ltd.

CEO

Responsibility: Business strategy, alliance and partnership, mobile marketing innovation, business development

As a co-founder – director, I was actively involved in corporate communication, business development, and marketing and sales strategy of the venture. I also spearhead consulting practices of digital marketing, mobile marketing, social media marketing, and product development. I managed to generate half a million revenue in the first financial year of operations.

netCORE

Netcore Solutions Pvt. Ltd.

Asst Vice President – ad sales

Responsibility: Alliance and partnership, mobile marketing innovation, business development.

As Asst. Vice President – ad sales, I was responsible for the sales and business development of South India. My responsibilities included alliance and partnerships with ad agencies and media houses; interaction with clients, and nurturing relationships. I was also responsible for linking regional strategic marketing plan with business goals – AOP, and organization structure.

adverteaze

Adverteaze Marketing Consulting Pvt Ltd (OPC)

Founder Director – Digital Political Consulting.

Responsibility: Digital Consulting, Digital Political Consulting and campaigning,

As founder - director strategy and marketing of adverteaze I am actively involved in corporate communication, business development, and marketing and sales strategy of the venture. At adverteaze I also spearheading consulting practices of digital marketing, mobile marketing, social media marketing, and product development.



Accenture Services Pvt. Ltd.

Consultant – Customer Insight
Responsibility: Marketing strategy, marketing scorecard, pre-sales consulting, change management

As consultant – customer insight at accenture I was actively involved in marketing and sales scorecard, pre-sales engagement, and industry analysis and POV. I worked on the sales and distribution strategy of one of the leading mobile handset provider. I also worked on a change management and communication strategy project.



PepsiCo India Holding Pvt. Ltd.

Marketing Development
Responsibility: marketing budget management, trade promotion, agency management, Brand management

At PepsiCo, I was managing marketing operations of Hyderabad Unit. As unit marketing resource, I was actively managing unit marketing budget, regional campaign designing and execution, and execution of national product rollout in the regional market. I was also responsible for link regional strategic marketing plan with business goals and AOP.



Bennett, Coleman and Co. Ltd

Assistant Manager Sales
Responsibility: Account retention, account management

As a resource of Bennett, Coleman and Co. Ltd., I was deputed at timesjobs.com. At timeshobs.com, I was managing key accounts, and was involved in sales strategy and support. I was also responsible for interacting with clients, and nurturing relationships, and developing and maintaining excellent relations with stake holders and clients.



Monsterindia.com

Major Account Manager
Responsibility: Account retention, account management

As key account manager at monster my role included to communicate with client on a daily basis, analyze their needs and design the customized solution for every individual client. I was responsible for nurturing the prospect from opportunity level to building it as an account, creating and sustaining value proposition, competitive benchmarking, opportunity identification and conversion.



ICFAI University Press

Associate Consultant
Responsibility: Product designing and development, business planning, corporate tie-ups, digital marketing, copyright management

As associate consultant ICFAI University Press I was responsible for account management, project management, service delivery, and product designing and development. I was also instrumental in developing the assembly line case development process and regular content development for the university. I had written several articles on branding and marketing related issues, for journals and business magazines published by ICFAI Press. I also edited a few books on Branding and marketing.

Academic Interest

I have taught marketing, strategic marketing, digital marketing, social media marketing at ABS, IIPM, GBS, IBS, WLC in the capacity of visiting faculty or guest faculty.

Education

I hold MBA with specialization in Marketing from IBS, Hyderabad; B.Sc Mathematics & Computer Science from St. Xavier’s College, Ranchi, Ranchi University; Intermediate Science from St. Xavier’s College, Ranchi, BIEC, Patna; and I did my schooling from St. Aloysius School, Ranchi

Personal Details

I was born on January 11, 1979, Ranchi, Jharkhand and at present, I live in Bangalore.

Date :
Place : Bangalore

Signature:
Braj Mohan Chaturvedi