

Name : Somraj Bhattacharjee
 Designation : EFPM Scholar
 Institution : Birla Institute of Management Technology, Greater Noida

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BIOSKETCH: Marketing and Strategy professional with over 15 years of work experience across Steel, Technology and B2B SaaS industries.

EDUCATION:

Educational Qualifications					
Sr No	Qualification	Area/Specialisation	Batch/ Year	College/University	Marks/CGPA
1	Executive Fellow Programme in Management (PhD)	Marketing Management	2024-Pursuing	Birla Institute of Management Technology, Greater Noida	NA
2	Executive Post Graduate Diploma in Management	International Marketing	2013-15	Indian Institute of Foreign Trade, New Delhi	3.15/4.33
3	Post Graduate Diploma in Management	Operations & Marketing	2008-10	Birla Institute of Management Technology, Greater Noida	7.32/10
4	Bachelor of Engineering (Honours)	Mechanical	2004-08	Hitkarini College of Engineering & Technology, Jabalpur/Rajiv Gandhi Prodyogiki Vishwavidyala, Bhopal	76.63%
5	AISSCE (12th Board)	Science, Maths & English	2004	DPS, Vindhyanagar/ CBSE, New Delhi	77.60%
6	AISSE (10th Board)	Science, Maths & English	2002	DPS, Vindhyanagar/ CBSE, New Delhi	89.80%
Additional Certifications/ Qualifications/Courses					
1	Certificate Management Program	Strategic Management and Business Environment	2013	Indian Institute of Technology (DMS), Delhi	Certified
2	Six Sigma Green Belt Certification		2009	Indian Statistical Institute, New Delhi	Certified
	University of	Business Communication	2009	British English Council,	Certified

3	Cambridge, ESOL	and English		New Delhi	
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AREA OF INTEREST AND RESEARCH

- My research focuses on Marketing, Branding, AI and Technology.

TEACHING COURSES AND NEW COURSES DEVELOPED

- **Current:** I am currently associated with Apeejay Institute of Mass Communication New Delhi, EMPI New Delhi and Acharyapuram Agribusiness Management School Greater Noida as a visiting faculty member (Marketing Management). My subject areas are Sales and Distribution, B2B Marketing, Marketing Management (Core), Business Research Methods, Service Marketing, Consumer Behaviour, and Digital Marketing for 1st and 2nd-year PGDM/MBA students.
- **Previous:** Previously associated with JK Business School Gurgaon, IILM New Delhi, and JKLJ Jaipur as a visiting faculty in Marketing Management. My subject areas were B2B Marketing, Sales and Distribution, Brand Management, Services Marketing, and Digital Management for 1st and 2nd-year MBA/PGDM students. I have also been an industry mentor for PGDM programme students at Master's Union Business School, Gurugram.

EXPERIENCE

Head-Marketing & Product Strategy, Education Management Solutions, Noida

(June'21-Present)

Key Deliverables and Achievements:

- I work in the Software Simulation domain with one of the world's most significant Simulation-driven AI (Artificial Intelligence) companies based in the USA. Catering to the USA's health care and medical education sector and managing large-scale enterprise business customers from the American Medical Education fraternity.
- Developing products by identifying potential products; conducting market research; generating product requirements; determining specifications, production timetables, pricing, and time-integrated plans for product introduction; developing marketing strategies.
- Determining customers' needs and desires by specifying the research needed to obtain market information.
- Recommending the nature and scope of present and future product lines by reviewing product specifications and requirements and appraising new product ideas and/or product or packaging changes.

- Assessing market competition by comparing the company's product to competitors' products.
- Managing the Marketing Strategy of the Healthcare and Higher Education Segments.
- Worked on platforms like Google Analytics, Salesforce Pardot, and other automation tools.
- Handling digital and social media content and campaigns for effective revenue and resource optimization.

Senior Manager-Product Marketing, Vehant Technologies, Noida

(Sept'19 –May'21)

Key Deliverables and Achievements:

- Handled the product marketing and strategy functions of AI and ML-based computer vision technology-driven analytics products division for industrial and retail sectors.
- New market development and strategy formulation.
- Market research and competitive intelligence tracking.
- Exposure to both the domestic (Indian) as well as global markets.

Manager-Business Development and Sales, Jindal Stainless Limited, New Delhi

(July'16 –Sept'19)

Key Deliverables and Achievements:

- Responsible for Sales, Business Development and New Market Development for SS products in the automotive and industrial segments.
- Increase presence across new markets through in-depth consumer understanding and **gap analysis**. Marketing, Micro marketing strategies and initiatives to meet specific market requirements, and budget allocation and target achievement.
- Competitor analysis and market tracking for marketing strategy development and **Category Lead Management of SS for Automotive and Railway Segments**.
- Responsible for **New Product Development, Business/Market Intelligence, and Product Life Cycle Management of new grades of SS, along with Segment Application Development**.

Manager-International Markets, Usha Martin Limited, Kolkata

(January'16 –June'16)

Key Deliverables and Achievements:

- Marketing and Brand Strategy and promotion activities in the International Markets (South America, Russia, South Africa, East Europe, and South East Asia)
- Increasing the brand presence of UML across new markets through in-depth consumer understanding gap analysis. Brand initiatives, Micro marketing strategies and initiatives to meet specific market requirements, and budget allocation and target achievement.
- Competitor analysis and market tracking for new product development and marketing strategy development.
- Handling sales and business development in new international markets (South America and South-East Asia)

Sales Manager, JCAPCPL (TATA Steel-NSSMC JV), New Delhi (Oct'14 –Dec'15)

Key Deliverables and Achievements:

- Key account management with specific handling of OEM/Project accounts and automotive sales through Direct and Ancillary supplies for MSIL and HCIL.
- Creation of a Business plan and objective for the JCAPCPL brand and development of the Northern market and territory development.
- Increase in Brand presence across Group Brands (TATA group) through in-depth consumer understanding of need gaps, Brand initiatives, Micro marketing strategies, initiatives to meet specific market requirements, budget allocation, and target achievement.

Deputy Manager -Marketing & Sales, Jindal Steel & Power Limited, Gurgaon (Jul '10 – Sept '14)

Key Deliverables and Achievements:

- Started as Management Trainee and handled the sales and marketing of long as well as flat products like plates, structural, and TMT steel products; concerned with new market development and market research.
- Played a key role in the development of the retail sales network, branding, and channel distributorship setup of JSPL's TMT products in the northern region.
- Concerned with ATL & BTL brand promotion activities; managing the activities related to the launch of JSPL TMT brand- Panther.
- Demonstrating excellence in business development, market research, customer profiling, lead generation, competitor sales strategy analysis, and SAP coordination and process implementation SAP working and MIS handling for sales and marketing planning along with Supply Chain Integration.

- Key account management with specific handling of both retail as well as project-based customers.

ACADEMIC POSITIONS AND ASSIGNMENTS

- **Current:** I am currently associated with Apeejay Institute of Mass Communication New Delhi, EMPI New Delhi and Acharyapuram Agribusiness Management School Greater Noida as a visiting faculty member (Marketing Management). My subject areas are Sales and Distribution, B2B Marketing, Marketing Management (Core), Business Research Methods, Service Marketing, Consumer Behaviour, and Digital Marketing for 1st and 2nd-year PGDM/MBA students.
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SOCIAL ENGAGEMENT

- <https://youtu.be/WZW0xbzUHj8?si=GRD-fM0-wshJRKPE>
- <https://youtu.be/NA6cASUsNhI?si=pmSnj-OHnNkLTNLw>
- <https://youtu.be/tX8dPw9v1xM?si=iccq84T2QYgvfxyY>
- <https://www.youtube.com/watch?v=UsDjZ8b1Rqo>
- <https://youtu.be/1Wqly01E5yY?si=YK931sKD284JLJFm>