



SHOBHIT 'Krish' KRISHNA

Leadership Mantra - Inspire & Motivate. Heavy Bias for Action. Set-up & Achieve North-star Goals

Career-Span

- Trail-blazing, 3-decades of leading BU's in top-notch Corporates, Start-ups and Non-Profits. Leadership in scaling ICT-&Edtech-focused ventures while successfully solving complex business challenges resulting in disruptive solutions that create pervasive & positive on-ground transformations leading to exponential growth impact for the enterprise and target-beneficiaries
- Relish strategizing, acquiring & operationalizing complex Projects with an interplay of ICT Solutions and Services powered by multidimensional Leadership, Process Excellence and Best Practice implementation
- Outcome-driven *Strategy-Visualizer*, *Solution-driven Turnaround-Specialist* & *Crisis-buster* possessing deep *cross-sector Expertise* & *global Business Insights* transforming Customer-experiences via effective People-shepherding, Talent-transformation and Change-Management initiatives
- In last 2-decades, successfully acquired and implemented marquee Projects across multiple domains viz. Telecom, Enterprise GRC & PM Solutions, K-12, Higher Education, ECCE, Vocational Education (Employability-linked), Lateral-Upskilling, while cumulatively accruing revenues plus collection of receivables totalling US\$ 57.75 M.

ICT Consulting Assignments and Entrepreneurial Stint

- **Ministry of Education's PSU (EdCIL)** – In 2016-'17, as an independent ICT Consultant of EdCIL – MoE's Public-Sector arm, drafted comprehensive IT Infrastructure Roadmaps for seven 2nd-3rd-&4th Generation Indian Institutes of Management (IIM) – India's premier Management schools, covering entire spectrum of design, technical specifications and Bill-of-Material of *state-of-the-art* ICT infra costing app US\$ 4.6 M per IIM that addressed (A). Hi-speed WAN, LAN, WiFi, Intra-IIM communications, Classroom-automation w.r.t. teaching-learning processes, Data-Centre, Disaster-Recovery-&BCP, Website design for IIMs' branding, Cyber Data-&Assets' Security, Library-automation; (B). Synchronous & eLearning, MOOCs, eResources, Trading Platforms like Bloomberg/Reuter Terminals, LMS and ERP etc. Reports were submitted to MoE by 2017.
- **NIEPA** (Ministry of Education's University for Educational Planning-&Administration) - Frequent guest-speaker as Educational ICT expert during Workshops organized for Central-&State level Policy-makers
- **CONSIUS IT Consulting & HR Services P Ltd.**– Start-up founded in Sep.'16 to offer turnkey HR Services and ICT-&Solar-Power based Projects (inactive since Aug.'17).

Core Competencies-&Skills, R-&R's and Solution-Portfolio Handled

Expertise in **B2B-B2G-&B2E** domains and Alliance-sculpturing. Success Stories carved out for an array of Products-&Markets in leadership roles comprising of **Advisory-&Advocacy, Evangelization, Product Management, GTM Strategies and P&L, Marketing, Pre-Sales, BD, Enterprise Sales, Service Design & Operations, IT, Supply-Chain Creation, HR and Legal** functions, in matrixed & marquee Corporate, Start-up and Development-Sector organizations that are engaged in delivering

- Training and Skill-Development: End-to-end stake-holder engagement cycles in large-format, customized Skilling Projects. Lead to deliver technology enabled Trainings, Capacity-Building, eGovernance and

Employability-linked Roll-outs; Bridge Talent supply-side with demand-side via Industry alliances; STEM-&AR-VR based Solutions for K-12, Higher Ed & B2B markets; ERP-focused EdTech; Flipped-and eLearning, Online Assessments, Synchronous-Learning and customize eLearning Content development Solutions

- Edu-ERP in Stand-alone & Grid modes and Enterprise-wide Project Management Applications
- Turnkey Telecom Projects and Systems Integration Solutions
- Smart-Cities: Integrated e-Transport multimodal Solutions; Prepaid-Card based Fintech Products
- Information-&Content-Management: GRC (Governance-&Risk-Compliance) and BPM (Business Process Management) Solutions; GIS-&Geo-mapping and GPS-enabled Solutions
- Multi-Project Concurrent Implementation: OEM-alliance formation and Supply-Chain Creation

Client-Verticals

- Institutional (Central-&State Govt. Ministries), PSU's, Corporates, Start-ups and Non-Profits
- Deep Domain Knowledge: Govt.-&PSUs, Educational Institutions, BFSI, Manufacturing, Education-Training-Capacity-Building-&Skilling (ECCE, K12, Higher-Education-&Corporates), Technology-&ICT, Telecom, BPO, Defense, Automotive, Power, Oil-&Gas, Aviation, Pharma etc.

Experience Summary – Roles and Accomplishments

1. Phygitech Learning Solutions; Associate Director - Sales@Gurugram July'21 till date

Leading on evangelization, BD, Market-expansion, Revenue-acquisition, Project Implementation and Vendor-identification fronts for this Edtech startup's Meta-focussed 2D-3D-&-360° based Virtual-&-Augmented Reality, curriculum-driven Digital Libraries. Phygitech is the Sales and SI arm of leading global Content-development and Hardware OEMs like VEATIVE Labs, Metabook, BenQ etc. Market verticals include Indian Government & Private K12 Schools, Higher Education Institutions, Non-Profits and CSR arms of leading enterprises e.g. EY, Oracle, 1M-1B, SARD as well as DoSE&L of Ministry of Education and Samagra-Shiksha Departments of 12 State Governments, UTs. Deeply engaged with India's Policy-making bodies like Niti Aayog, NCERT, NCTE etc. to set-up Centres of Excellence in 3D Immersive-&-Interactive Learning to empower learners & teachers.

2. K.J. Foundation; Head - Business Solutions-&-Operations (ECS)@N. Delhi July'19 to Apr.'21

Non-Profit arm of Mumbai-based AMPERSAND Group; An educational conglomerate operating chain of 42 K-12 schools that also offers diverse ICT, Skilling and Digital-Healthcare based Solutions to Indian, African & SE Asian markets. Designed solutions to deliver Vocational-&-Employability-linked Programs, Capacity-building of teachers, setting-up on-Campus CoE's in Colleges, ECCE Programs (Smart mobile or Smart Creches), Digital-Healthcare and other curated enterprise Solutions.

- **ECCE (Early Childhood Care & Education) Market Research and Solution Creation (Products-& Services):** Post market-&-landscape analysis, created an *avant-garde* Smart-Anganwadi/Balwadi Solution targeting children of 0-8 age-group, pregnant & lactating mothers. Defined Best-Practices while designing world-class infrastructure, products-&-services focused on ECCE's 4 major pillars i.e. Nutrition, Healthcare, Digital Pre-School Education and Program tracking-monitoring-&-reporting. *Program Innovations Introduced:* Blockchain-based application to plug leakages in dry-ration delivery. Solution definition involved technical specifications of BoM, Vendor-hunting & evaluation, commercial models to set-up Solar-powered, prefabricated, BaLA-inspired Creche'-in-Containers having drinking water, clean toilets, LED TV, WiFi, Tablet-cum-Projector powered Preschool eContent besides books, toys, furniture and included capacity-building for Anganwadi Workers. First such Project implemented for Labour Department managed Balwadis at Construction sites across 5 Districts of Karnataka, financed from Labour-Cess funds.

Best-Practices: Various NGO's operational models were evaluated to create Smart Anganwadis/Balwadis e.g. Vedanta-Foundation's *Nand-Ghar* as *Smart-&-premium* model and *SELCO@Bangalore* as Economy one; Digital Pre-school educational content delivery and Program tracking via specialized Apps.

Alliances with Product-&Service Providers: VINYAS (BaLA), CECEd (CoE of Ambedkar University), National Book Trust (under MHRD), DIMAGI (Digital App for App-based Program tracking), Nayi-Disha Studios (Gamified ECCE learning content delivered via Tablets), Pratham Education (Processes & content), Meta-Origin-Labs-&Certif-ID (Blockchain), Lenovo and Foton VR.

- **Vocational & Skilling Solutions - K12 and Higher Education:**

World-class B2G2C Training Solution for IED@Lucknow: Three High-end custom Courses for Final-year local College undergrads, namely (a). *AI-&Machine-Learning*, (b). *IoT*, (c). *Digital-Marketing*. 60-65 hours of IIT-grade learning curriculum, blended learning pedagogy with ICT infra, connectivity, assessments, Capstone-Projects, Industry immersions and Workshops delivered by Industry Experts.

- **Institutional MoUs with Delhi State's Ambedkar University and CRISP (MP State PSU):** To acquire and implement ECCE, ICT-based Education and Vocational-Training Projects to avoid Tenders.

- **End-to-End Supply-Chain Creation, Alliances and Building Reliable Vendor-Pool for 9 NSQF linked Skilling Domains:** Created pan-India network of 60+ Vendor-Partners to deliver infrastructure-&services covering every nut-&-bolt needed to setup Vocational Training Labs under *Samagra-Shiksha Abhiyaan* in States like Haryana, targeting levels 9-to-12. Involved hunting, identifying, evaluating, negotiating and signing-up with Vendor-Partners for domains viz. *IT-ITeS, Apparel, Agriculture, Security, Travel-&-Tourism, Healthcare, Retail, Sports-&-PE, Media-&-Entertainment and Beauty-&-Wellness*.

- **EdTech. Innovations & USPs Incorporated in Vocational Training Programs:**

Blockchain-based Secure, Fraud-free Student Certificates: To benefit potential employers,

Virtual Reality (VR): STEM & non-STEM Course content as per CBSE curriculum for Levels 9-&-10,

Basic Python Coding Course: 25-30 Hrs. Curriculum for students of each of the Levels from 9th to 12th being skilled under IT-ITeS domain, mapped to specific IT job-roles.

- **Business-Development and Revenue-Linked Projects for Sales Teams:**

MoE (Samagra-Shiksha), MSJ&E, MoMA and MoTA's 2020-'21 Budget Analysis and Business Opportunity Identification: Due-diligence covered analysing 10 States' latest PAB Minutes, create Dashboard for every State for the top-leadership; Identify 12 major ICT Education, Skilling, Educational Supplies, Teacher Training & Capacity-building opportunities under multiple Budget-heads to specify State-wise, component-wise, recurring-&-non-recurring funds allocated by MoE,

Top-10 CPSU's in Delhi-NCR for Tapping CSR Funds: Set-up alliance to implement ECCE, ICT-based K12 Education and Vocational-Skill Development Projects under CSR funds of PSUs.

3. National Education Foundation (NEF)-USA; COO (India)@Delhi-NCR Aug.'17 – July'19

Washington DC HQ'ed, NEF is USA's premier Educational 501(c)(3) Non-Profit aligned with **State University of New York (SUNY@Potsdam)**. Signed-up with NSDC as Knowledge-&-Implementation Partners to bridge *digital-&-employability-skills divide* with a vision to transform 1.0 Million Indian youth into *future-&-industry-ready workforce* by 2019. NEF offered **80% Grants-driven** Training Programs for University and College learners. In K-12 domain, set-up **STEM Centers-of- Excellence** in select, prestigious CBSE/ICSE/IB schools.

- **University/College Client Sign-ups:** RGTU & Sarojini Naidu Govt. Girls' PG College@Bhopal, LPU@Phagwara, Mewar Univ. & Institute, BML Munjal Univ., MIT-WPU@Pune etc. directly or via MOUs signed with State Governments like MP & Tripura
- **K12 Sign-ups with Premier Chain-&-Standalone Schools:** DPS Society schools, Sadhu Vaswani Int'l, Navy Children Schools, Vijaybhoomi Int'l, Nirmal Bhartia, Sri Venkateshwar, Lotus Valley Int'l, The Sri Ram Schools etc.
- **Led the Marketing, BD, Pre-Sales, Sales, Operations, Delivery, Alliances-for-Placement functions to:**

- Evangelize, acquire, customize, operationalize and deliver trainings (as ICT expert); 20% funding for NEF's operations acquired via sign-ups done in 19 months is **Rs. 2.5 Cr.**
- Bridge "Supply-side" of SUNY-&NSDC-certified talent with "Demand-side" by bringing Corporate employers to Universities e.g. Inter-Globe, Schneider-Electric, Teleperformance, G4S, JK Tyres, GHCL, local industry players – directly and via Institutions and Associations e.g. AIMA & LMAs.
- Hire top-notch industry experts to deliver latest industry-exposure - part of Training curriculum, for on-Campus learners; Trainee pool included Engineers, MBAs, MCAs, Diploma-holders and general Degree graduates (BA/B.Sc./B.Com).

4. CONSIUS IT Consulting & HR Services; Director

Sep.'16-Aug.'17

- Signed-up for Recruitment and Solar-Power businesses with prestigious organizations like Hobson's of UK, CIRCUITRONIX of USA, GRCL (T-PAY & IYC), Keva Industries, Aradhya Power etc.

5. Global Realty Creations (TPAY); COO (Business-Transformation)

July'16-Mar.'17

(a). T-Pay

- Led operational interventions and deployment of Best-Practices to improve outcomes & delivery efficiencies of teams implementing Urban-Mobility related Smart-city Projects for Pune Mahanagar Parivahan Mahamandal Ltd. (PMPML) - in consortium with NEC-Japan and a Public-Sector Bank. The turnkey Solutions involved deployment of GPS-based, automated Vehicle Tracking-Locating-&Reporting System, Passenger-Information Systems and handheld (POS-based) eTicketing machines integrated with a centralized GIS-based Revenue-monitoring System to curb revenue leakages. Later, migrated to a cross-platform, universal Smartcard-based Ticketing Solution.

(b). IYC (Indian Youth Card)

- Provided one-swipe, Open-loop, Reloadable Payroll-&Gift Prepaid Cards for the millennials in alliance with VISA, YES & AXIS Banks and in partnership with renowned Retail brands.
- Overhauled their Delivery-&Operations, HR, Customer-support, IT (CRM, Ticketing, DMS & Reload platforms) and Sales functions.

6. NYSA Communications; COO

June'15-to-July'16

- Launched the BU Enterprise Learning Solutions (ELS), focused on innovative ICT Solutions e.g. Learning-outcome based Assessments (LOBA) for K-8 domain and conceptualized EduGRID – a Centralized ERP backbone integrating Educational processes across multiple Colleges & Universities
- Transformed their Web-based and scalable DigiUniv ERP Development and Operations teams into an agile & customer-centric one leading to their ERP offerings being customized as per contractual-obligations and in accordance with Agreement terms; Resulted in successful Project closures and release of pending payments from Central-State-&Private Universities e.g. AIIMS, IIFM-Bhopal, MDU, Jabalpur Medical University, Gauhati University, SLIET, NCU, APJ-AKU etc.

7. Educomp Solutions Ltd.; BU Head and Vice-President (Operations) July'11-to-May'15

- Led 175-strong Ops-&Delivery team and 8K faculties deployed in 25 MHRD-funded ICT@Schools Projects across **9000 Govt. schools in 11 states**, to implement and overcome all operational bottlenecks. Initiatives led to recovery of account receivables of **Rs. 300 Crore** in **30 months**
- Under ICT@600 Bihar Project inked with BELTRON in 2010, Educomp was contractually obliged to deploy an Online Monitoring Tool (OMT) Software to track 1200 classroom Servers. Till 2012-end OMT was not deployed & Educomp's payments got blocked. Led from the front to (a). Hunt-&identify the ideal OMT Application Vendor matching BELTRON's specifications, (b). Overcame massive on-ground operational bottlenecks in a mission-mode, 3-tier implementation managed via site & client visits, thrice-a-day team reviews etc. In Oct'13, TECTONA OMT was successfully deployed across 756 Wipro Servers in 452 ICT Labs and a centralized Dashboard was demonstrated for the **real-time**

monitoring of ICT Classroom Servers and faculty presence using customized Reports, (c).
Resulted in release of blocked payment of Rs. 20 Cr., after a 1-year embargo

- Stint started as the BU Head of E4 (Educomp Enterprise Employee Empowerment), design, creation and delivery of Skill-development solutions. Forged strategic alliances with Institutions like NIESBUD, Microsoft-&Pearson and Wordsworth etc., before acquiring Training-&Capacity-Building Projects from UIDAI (Aadhaar Date-Entry Operators' Training) and SIIDCUL@Uttarakhand.

8. NIIT Ltd.; Zonal-Head (N-&E) & National-Head (Govt. Business) Oct.'05-to-Sep.'10

- a. Successfully led the bidding, winning and implementation of NIIT's biggest eGovernance and Talent Transformation Projects from Govt.-PSU-&Corporate verticals. Designed, implemented innovative L&D-&Training Solutions and Delivery strategies. Managed a highly diversified Learning Solution portfolio that included ILT Trainings, eLearning Courses, EdTech platforms (LMS), Assessments Practice that led NIIT-Prometric consortium winning the rights to conduct the first online CAT-2009.
- b. Led internal change-management initiatives when business focus shifted from Topline-growth to EBITDA-enhancement (<10% to >15%). Successfully implemented Salesforce.com SFA tool for BU.
- c. Acquisition & successful implementation of two **most celebrated eGovernance Training Roll-outs** of 2007-'10 implemented for the Income-Tax Department (CBDT-&CBEC), namely (a). Tax>Returns Preparers' **TRPS Project** (<https://www.trpscheme.com/>) creating jobs for 10K graduates by training-&certifying them on filing Tax-returns, (b). **Change Management & Training Project** to enhance IT capabilities of 13K DIT employees; Got awarded for CM&T Project.
- d. Diverse training solutions delivered for blue-chips like Nokia, Samsung, Genpact, Convergys, Wipro Spectramind, American Express, E&Y, CSC, Tech Mahindra, HCL Technologies and Cognizant etc.

9. NEWGEN Software; Sr. Sales Manager Sep.'04-to-Oct.'05

- Spearheaded all-India GTM campaign to promote **Cheque-Truncation Solution** targeting 79 Public-Sector, Cooperative and MNC Banks. This CTS Solution was built around a software-centric approach (versus the hardware-centric one) and comprised *state-of-the-art* Imaging, Document & Content-Management and Workflow (BPM) technologies integrated in an Enterprise-wide framework connecting seamlessly with every Bank's TBA/PBA/Core Banking Applications via APIs.
- Before all-India roll-out of CTS by all 79 Banks present in RBI's P-&S Division, rolled-out the critical pilot under its Delhi Clearing Circle. Mission-mode efforts led to subsequent successful deployment of Newgen's CTS in Indian Bank, United Bank of India, Andhra Bank, Bank of America, HSBC India, ING Vysya, Kotak Mahindra, Dhanalaxmi Bank and Bombay Mercantile Bank Ltd. etc.

10. HUGHES Communications-India; Program-&Segment-Manager Apr.'01-to-Sep.'04

- As PM of platinum clients, led the roll-out of turnkey Telecom Projects of NTPC, AAI, Pawan Hans, Amway, ICI, EDS, Eli-Lilly etc.; Exponentially enhanced CX; Collected large outstanding payments and logged revenues via repeat-orders
- As Segment Manager-FBI, led the bidding & acquisition of two of their largest SI and integrated hybrid Telecom Solution deals from (a). Damodar Valley Corporation (DVC) - worth app Rs. 10 Crores across 6 years, & (b). PNB - 800 TDM/TDMA VSATs on IDRBT Hub in a rental model
- In 2004, bagged India's first inter-Bank ATM Network Project with a Payment-Gateway and Switch-level integration, from *Mitr* - consortium of PNB, OBC, Indian Bank, UTI & Karur Vysya Bank.

11. OP/PEN Image Labs Aug.'97-to-Apr.'01

- Established alliance and ensured smooth India-entry for USA-based world's biggest Enterprise Project Management Software Company **Artemis International Solutions Corp.** (nka Aurea Planning Solutions) that has 6 Lac global users across 45 countries. It provides seamless multi-Project Portfolio Management, Financial Planning, Cost-Control and Project Forensics to its Fortune500 clientele'
- Positioned Artemis as the premium Enterprise PM Solution in India by targeting domains like Telecom, Software Development, Plant Shutdown-&Maintenance, Ship MRO, Aviation, Defense, Project Forensics and Pharma.


- After receiving training at Singapore, conceptualized its launch and formulated Business Plan, Marketing & Sales campaigns; Clients: C-DoT, Min. of Program Implementation, Escorts; Revenues: US \$ 0.25 M.

Timeline of Other Assignments



EDUCATION, CERTIFICATIONS & TRAININGS

- Mercuri™ Sales Management
- NIS-SPIN™ on Negotiation Skills Leadership Development
- TALISMA eCRM (Billing / Order Fulfillment Application)
- Salesforce.com (CRM-&-SFA Application)
- Quality Management Systems under ISO:9000
- Employeeship™ by TMI

	Senior Management Program (1-year EDP) from IIM-Calcutta	2012
	B.E. (Electrical) from Karnatak University, Dharwad	1990
	PG Diploma in Marketing Management from IGNOU	2001
	Honors in Systems Management from NIIT	1993

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