

## **Debabrata Sengupta**

Prof Debabrata Sengupta is a marketing professional with 22+ years of experience in leading organizations, primarily in the telecom industry. He has successfully handled portfolios in marketing, product management, technology transformation, strategy, large project roll outs, and content management. His experience spans leading large projects like national telecom services roll-outs and brand launches in India and business transformation projects in the Middle East and Africa. These projects have been with telecom giants like Bharti Airtel, Reliance Communications and Etisalat. He has led large cross functional teams in these organizations, thereby honing his personal communication and people management skills.

His specialization is in B2C strategy & marketing, customer engagement, content marketing, productization & monetization of technology, consumer analytics, and campaign management. Early in his career, he had led the implementation of India's first captive data warehouse followed by the first telecom billing system deployment by an Indian IT services provider. Building innovative engagement models to maximise business impact by combining deep consumer insights with innovative content formats, outreach media and technology tools is his core professional forte.

This experience has helped him build expertise in technology management in addition to his core skills in marketing. This combination of marketing and technology has remained a passion with him and helped him in rethink marketing and communication model for his current entrepreneurial venture.

Debabrata founded Hibiscus Business Solutions - a content, marketing solutions and marketing technology firm - which is working with some of the leading players in the services industry globally. The firm continues to develop digital technology solutions for innovative talent and customer experience initiatives. The approach of the firm is through an unique framework of outreach, engagement and involvement methodologies which can be customised to the client specific requirements. This has been applied to a range of organizations from global MNCs in insurance to Indian startups in the EduTech sector. He also mentors technology based startups in the services space.

The interest in teaching stems from his belief that young professionals today need to traverse a much steeper learning curve combined with the ability to reinvent themselves professionally to build sustainable careers. His focus is on honing their abilities in application of management theories in real world situations through a combination of information sharing, practical skills development assignments, role-plays and interactive problem solving workshops.

**Work Experience:**

<b>Name of the Company</b>	<b>Designation</b>	<b>Period</b>	<b>No. of Years</b>
Rizvi Institute of Management Studies & Research	Asst Professor	Jun 18 – present	1
Hibiscus Business Solutions	Founder	Apr 17 – present	2
Essel Utilities (Cable & Broadband)	Vice President - Marketing	Sep 2015 – Dec 2016	1.25
Etisalat DB Telecom	Vice President - Marketing	Sep 2008 – Mar 2015	6.5
Writer Corporation	Brand & Marketing Head	Jan 2007 – Sep 2008	1.75
Reliance Communication	Business Analysis, Planning & MIS Head	May 2004 – Dec 2006	2.7
Bharti Airtel	Marketing Head – Mumbai Circle	Dec 2000 – Apr 2004	3.5
Modi Telstra Telecom (now Airtel)	VAS & Prepaid Manager	Jul 1998 – Nov 2000	2.5
Hutchison Max Telecom (now Vodafone)	Product & Pricing Executive	Jul 1996 – May 1998	2

**Academic Credentials:**

<b>Degree</b>	<b>Specialisation</b>	<b>University</b>	<b>Year</b>
PGDBM	Marketing	Apeejay School of Marketing	1994-96
B.Com		Delhi University	1991-94

**Certifications:**

<b>Course</b>	<b>Certifying Body</b>	<b>Year</b>
Certification in Predictive Index Management	The Predictive Index	2016

**Conferences / Seminars / Workshops Attended:**

<b>Conference Details</b>	<b>Organising Body</b>	<b>Year</b>
Faculty Development Program on Research Methodology	Rizvi Institute of Management Studies & Research	2019
Enhancing Teaching Pedagogy in Marketing	Forum for Marketing Education	2018
Zone Mixer Workshop with Stakeholder Network	Zone Startups India	2017
Best Employer Awards	Aon Consulting Pvt Ltd	2017
Behavioural Interviewing Skills Program	People Metrics	2016

Publication – Research Articles:

Title of the Article	Name of the Journal	ISSN	Year
Importance of Technology Management as a Mainstream Area of Specialization: An Exploratory Research	Management Vision – A Compilation of Papers	0975-7813	2019

Training / Consultancy Delivered:

Name of the Company	Name of Program
Aon Global – Technology Division	Talent Experience : Leveraging global talent for capability building
Aon Consulting – HR Consulting Division	Customer communication
CoCubes Technologies	Customer engagement
Travel Food Services	Showcasing service initiatives
CollegeDoors (Seshat Technologies)	Segmented customer communication
BARC India	Social media marketing