

SHABEG SINGH LEHL

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Techno-Functional professional with 12+ years of experience in ICT, Telecom, Hi-Tech ISVs/OEMs, Logistics, SCM, BFSI, Retail Industry as BD, Strategy & Marketing, and Pre-Sales expert managing Big Deal Pursuit, with expertise in Digital Marketing, Content Marketing/Writing, Analytics, BI, Digital Solutions, Manage Key Accounts & CXO Relationships, Turnkey IT & Digital Solutions, and Hi-Tech Consulting for Enterprise clients in USA, Canada, EMEA & India, using latest technologies with focus for strategic business success.

PROFESSIONAL SUMMARY

- 5+ years' experience with Tech Mahindra – Managed International BD & Pre-Sales for Tier1 TEMs/TSPs & OEMs, Telco ISVs, CLECs/ILECs/MVNOs clients in USA & India. Develop eTOM/ToGAF based OSS/BSS Apps for British Telecom. Work in California, USA (2+ years) as BD & Pre-Sales Expert (Got Outstanding Rank)
- 7+ years' experience in Global B2B Business Development, Pre-sales: Manage Big Sized Strategic Bids & Proposals, Business Analysis, Marketing, C-Level Client Engagement, Strategic Alliance Management.
- 6+ years' experience as a Digital Marketing Specialist – SEO/SEM/PPC/ORM/Google Ads, for Global Clients.
- 7+ years' experience as Strategic Content Marketing and Content Writing for clients in USA, UK & Canada.
- 7+ years' experience with ICT – Telecom, TSPs/ILECs/CLECs/MVNOs, Hi-Tech TEMs/ISVs/OEMs, Media Content & VAS providers, BFSI, SCM & Logistics and Enterprises in USA, UK, Canada & India.
- 3.5+ years' experience as technical expert for British Telecom - Develop eTOM/ToGAF compliant N-tier OSS/BSS Apps for FTTX/LTE/FVA products (SDLC/Agile process, ISO Certified CMMi Level 5 delivery set up).
- Digital Transformation – Digital App development (Web & Mobile Apps), enhanced features – AI, ML, AR, VR, IoT, Analytics, hosting on Cloud Env. Portal Re-design and re-development, Digital Marketing, Content Marketing, Content Writing, Website UI/UX & Design, and Content & VAS.

Areas of Excellence:

- Sales& BD Ops, Strategy, Marketing
- Automate Marketing & Prospecting
- Secondary Market Research
- Business Analytics/BI/Reports
- Technical Delivery (SDLC, Agile)
- Drive Strategic Initiatives – AI/ML/Analytics/Digital/Cloud Services
- Pre-Sales: Manage Large Size Bids/Proposals/RFI&RFP Responses
- Business Analysis: Manage WBS/BRD/Use Cases/Prototypes/Models
- Digital Marketing (SEO/SEM/PPC/Google AdWords/ORM)
- Content Marketing (Creative Technical, Business & Digital Content)

Key Achievements

- Attained tactical & strategic business objectives for Tech Mahindra in USA, generated \$1.2+ Million Revenue & achieved annual targets – Got Outstanding rank for achieving Strategic objectives in USA.
- Digital Marketing – Top ranking in 5-6 weeks (Use Researched Keywords), Competitive Analysis, On-page & Off-page Optimization, PPC, SEO, SEM, Social Media Management, Google Analytics and AdWords.
- Created multi-million-dollar proposals as pre-sales specialist to draft compelling & winning responses.
- Professional Content Marketing (SEO Specific Web/Technical/Business content for Global customers).
- **Skills:** Analytics: Regression, Predictive Forecasting (SAS/R), BI, Cloud Services (AWS/Hybrid), IoT, AI, Quality Processes (Lean Six Sigma Green Belt, KPMG). Advanced Java/J2EE, Amdocs CRM, ERP, Hubspot, SEMrush/MOZ, Web CMS, Eclipse, HP QC, SVN, Checkstyle, Oracle (OCP DBA), Apache, Excel, Tableau.
- **Sample Content:** <https://creativecontent15.blogspot.com/2020/06/EmergingTechnology.html>
<https://creativecontent15.blogspot.com/2020/07/diverse-creative-content.html>
<https://creativecontent15.blogspot.com/2020/07/blockchain-cryptocurrency-bitcoin.html>

EMPLOYMENT HISTORY:

Feb 2020 – Current: Sr Consultant International Business & Strategic Initiatives (Innovantes IT Solutions LLP, Chandigarh, India): Global GTM & Market Growth strategy (USA/Canada/EMA), Manage Key Accounts, Market Research, Pre-Sales, Business Analysis, Process Optimization (ISO), Digital Transformation (Web & Mobile Apps, Cloud Solutions, Digital Marketing-SEO/SEM/PPC), Content Marketing, CRM/ERP & IT Services. Retail, SCM, Logistics, BFSI & Healthcare clients (Ivy Hospitals, Medtronic, Nissan, Polo Labs, eMediNexus etc.)

July 2019 – Sep 2019: Consultant International Business & Strategic Initiatives (Worklabs, Chandigarh, India) International Business Development & Strategic Consultancy, promote IT Services & E-Commerce Solutions

for clients in USA/Canada/India. Client Engagement, Content Writing, Digital Transformation – Mobile & Web Apps, Analytics/AI/Cloud/ML, E-Commerce Products, Digital Marketing, Content Marketing.

Oct 2018 – June 2019 (Canadian Establishment): Associated as Full-time consultant for Digital Marketing – SEO, SEM, PPC, Google AdWords, Analytics, AI, Operations Management, Client Engagement, Content Marketing, and Professional Content Writing for Canadian customers across diverse verticals.

April 2014 – Sep 2018: Professional Consultant IT Services (USA/Canada/India clients): Market Research, Business Analytics – Regression, Predictive Forecasting, ARIMA, MBA, Time Series, Content Marketing Strategist (Web/Business/Technical Content), Digital Marketing – SEO/SEM/ORM/PPC/Ads, International Business Development, Client Engagement, Manage Big-Ticket Bids/Proposals/RFPs/RFPs, & Business Analysis.

Feb 2012 - June 2013: Component Delivery Team Lead (Harman International, Pune, India)

- **Client British Telecom:** BT OR's GTC-J (OSS/T2R eTOM compliant Java App for Ethernet/FTTX/FVA/LTE)
- Managed technical delivery Ops team (Using Agile, in ISO and CMMi Level5 delivery setup)
- Manage developers & Testers, sprint planning, task assigning/tracking/reporting, technical consultancy, and pre-sales management, Manage Cross-functional team operations of - E2E Design, IVVT, CST, UAT teams, in virtualized cloud environment, prepared technical project artifacts, Analytics- Reduce Churn.
- Technology: Java/J2EE, Hibernate, Spring, SOAP/XML, JMS, Oracle, Weblogic, Eclipse, SVN/Hudson, HP QC/SharePoint, delivery in cloud/virtualized development environment, eTOM/ToGAF compliant Apps.

Feb 2004 – Feb 2009: Assistant Manager Sales & BD (Tech Mahindra in USA, India & for British Telecom)

Worked in Sales, BD & Pre-Sales in USA & India, and as Technical Delivery Expert for British Telecom

- Mar 2008 – Feb 2009: Assistant Manager BD/Sales Operations (Tech Mahindra, New Delhi, India)
 - Global Product Sales, BD & Pre-Sales of Carrier Class Network Security Products. Work with Product Management for feature enhancement, successful POC/Pilot, offer clean pipe services Virtual & remote management to TSPs/Operators/Managed Security Service providers/BFSI and enterprises. Create Product, technical & business artifacts. Manage direct & channel driven sales - Tier 1 CSPs, Telecom, Media, KPO/BPO, & Indian Army, Defense Entities, & Govt. Clients – Parliament etc.
- Mar 2006 – Feb 2008: Assistant Manager BD/Sales Operations, Tech Mahindra (California, USA).
 - Strategic Business Development, Competitive Market Research, Business Segmentation, Account Planning, Opportunity Sizing, Business Analysis, and Pre-Sales - prepared Multi-Million-dollar Bids, for IT Services Outsourcing in Silicon Valley (Bay Area) and West Coast region of California, USA.
 - Work with VP & Director Sales, create strategy for GTM, big deal pursuit, repeat annuity revenue, Enhance ARPU/ROI, Manage Strategic Alliances & Anchor Accounts, meet QoQ revenue objectives.
 - Gained traction and established C-Level relationships in key accounts (including fortune 500 accounts). Established Tech Mahindra as partner of choice in TEMs/ISVs for joint GTM and strategic business.
 - Got Outstanding rank - generated \$1.2+million annuity revenue from a key account and achieved highest resource billing in the region.
 - Strategic marketing in industry events & trade shows, enhance brand pervasiveness of Tech Mahindra in USA. Business & technical content writing for multi-million dollar proposal management. Key Clients managed – DirecTV, Harmonic, Helio (Earthlink and SKC&C JV), Sprint, Pac-West, Ditech, Oracle, Secure Computing, Verisign, McAfee, Symantec, Apple, Electronics Arts, Disney, Warner Bros, Google, Salesforce, Juniper, BT Infonet, Portal Software, and HelloSoft.
- May 2004 – Feb 2006: Software Engineer, Tech Mahindra (Client: British Telecom, Mumbai, India)
 - Project – British Telecom's SPACE: Customized Amdocs' Clarify CRM to automate Provisioning and Services Assurance of BT Wholesale's fixed line products (IP/BB/PC/LLU). Migrated Clarify 10.x to Clarify 12.x (thick to thin client). Engaged with CST/IVVT/UAT/In-Life teams (eTOM, OSS/BSS Apps). Prepared project artifacts and technical documents

ADDITIONAL DETAILS

- B Tech. (Computer Science Engineering) - May 2003 (Punjab Technical University, India).
- Lean Six Sigma Green Belt Certificate (KPMG, India in August 2016); Oracle Certified Professional.
- Pursuing MicroMasters in Business Management (Executive) from IIM Bangalore.
- Associated with Toastmasters International, CSR initiatives, and NGOs – Social & Environment focus.