

## SATHISH SAMPATH

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### DIRECTOR – Web Strategy

### Director - Operations & Planning

### Head – Software Development

Multi Industry Experience and Key Strategic Participation for technology, Software/Web design and implementation decision making. Successful in Experimentation of Different project/Account Management/delivery/Client Servicing model & hands on Business Penetration Strategy formulation experience for India, US, UK & Dubai Market.

#### Brief Role Snapshot

#### **Director – Web Strategy**

- Client Web vision Analysis
- On line strategy
- Client Brand Promotion
- On line Social optimization
- Product Strategy
- Product Diversification
- Web Analytics and research
- Product Upsell

#### **Director Operations Strategy & Planning**

- ODC Head
- Manpower Planning
- P&L Process Improvement
- Budget Administration
- IT Security
- Legal compliance
- Delivery Scheduling
- Production Capacity Planning

#### **Head Software Development**

- Project Leader
- Solution Development
- System Development
- Leadership – Technical department
- Technology Strategic Planning
- Technical Snag removal
- Toxic handling during emergencies
- Design Analysis/ Pattern Trending

## PROFESSIONAL EXPERIENCE

### **Softscript Limited, UK**

**March 1<sup>st</sup> 2009 – Till Date**

#### **Consultant – Technology and Client Relationship**

*Softscript Limited is committed to the design and development of software to meet the IT requirements of the most discerning client. Using the skills of highly experienced software developers, we offer a leading edge approach to software solutions based on the very latest Microsoft IT development tools for building data source manipulation and control applications.*

**Handling Clients like Glaxo Smithkline, Envy Create, Kingdom Life Church Northampton, Holiday Inn - Dubai**

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### **BroadSpire**

**February 2007 – February 2009**

*BroadSpire Incorporation is a premium WebDesign agency having multi brand operation in its fleet. Prime being PingWorx which is positioned for top clients as DreamWorks Animation, Paradigm Talent Agency, Ugobe/ Pleo World etc... Basically into Web Site Design/ Redesign. Successfully built a Complete Offshore Delivery Centre (Chennai) which is now positioned to deliver a state of Art website in client specified timing. "Small Business Webstores" – targeted for the SME segment to have their economical Shopping cart to sell the product online. Its Web Ecosystem Marketing™ is one of the first moving concepts in the web domain that could serve as a real breakthrough solution for Franchise based organization.*

## **Director –Operations Strategy & Planning (February 2008 – till date)**

Handling more than 55 clients for on-line web positioning and marketing strategy consulting through our SEO/SEM and social media optimization and blogging solutions.

1. *Estimated and designed the metrics for the entire ODC – both operational and functional*
2. *Put across policies and framework right from corporate/legal etc.*
3. *Derived semantics of delivery analysis and implemented a 3 tier Gateway structure of Deliveries*
4. *Targeted Technical quality measurement as KAIZEN and in turn derived Coding Standards for the same*
5. *Joined as one of the first comers and built a whole lot of 100 employee ODC which was self standing*
6. ***Developed and Maintained Worlds Best Brands like “DreamWorks Animation, Sotheby’s International Realty, Century 21 Realty, Paradigm Talent Agency, Romac etc.,***
7. *Building a real strong basement for Web Ecosystem Marketing the new Concept based service for Franchise Organization.*
8. *Analyzing the company vision and deriving penetration strategy towards both market and internally inside the company*
9. *Initiate and execute all company wide motivation activities and bring in KPI to the management at regular intervals for further action towards retention*
10. *Handling clients request and intention with proactiveness and with vigor and valor to succeed in delivering the best possible solution for client’s request.*

## **Strategic Part of Director Role**

- Online web presence Strategy to raise the Brand Equity
- Search Engine Optimization (SEO)
- Search Engine Marketing
- Social Media Optimization
- Network effect analysis
- Web ecosystem marketing
- Strategic consulting solutions
- Web Analytics
- Web Psychology determination
- UX and IA analysis of site for optimization
- Guiding the Social Media optimization strategy
- Online reputation management
- Guiding Online Community development for Brands and their product offerings
- Google Analytics, Web Stats, Omniture, clickstream, Advanced GA techniques, Website research

Successfully completed onsite (Dubai) visit for Client acquisition and concept transition for our new Web marketing strategy

## **Operations & Planning Part of Director Role**

- Heading all Technical Service Delivery projects of ODC covering American/Asian/European Continent
- Business/Product Strategic Decision making/Technology Diversification planning
- Head for Technology Company Acquisition/Merger Committee
- Setting up of penetration strategy and implementation for Dubai – Aug 2007
- Setting up of UK Reseller Business Proposition as an extension arm of Sales for BroadSpire – October 2007

- Currently working out business plan for launch of Domain Registration Business to compete top ISP players in India
- Theme development and concept incubation for online ecosystem marketing/reputation management services with operational documentation and implementation planning
- Took the business and production unit from handling 5 projects (in January 2007) to handling nearly 110 projects with 24 X 5 production unit in December 2007
- Taking care of the P & L of the offshoring unit.
- Setup successful customer support team to get it running and also did offshoring of Account Management and client management team in 3 month period.

### **Role as Head of Software Development (February 2007 – February 2008)**

- Technically Architected WebWrite (Automatic Webwrite builder) for SIR in 2007 in BroadSpire. The base architecture is still supporting 100's of changes in the layer and in the middleware.
- Technically architected the feed management system for CREST, MLS and IMAT for real estate companies SIR, C21, ERA(2007)
- Setup the research initiative in technology in the area of openlazlo, dynamic IP based mapping (RoR), Dynamically importing db based data as SMS in mobile (RoR) (2007)
- Architected the first multi language CMS based website in broadspire (SIR Brazil) with a whole new way of architecture and system (2007)
- Heading all projects of ODC covering American/Asian/European Continent
- Business/Product Strategic Decision making/Technology Diversification planning
- Head for Technology Company Acquisition/Merger Committee
- Chairing the Research initiatives in Ruby on Rails Technology & Deriving Plug-in Utility from Open Source Platform and future technology discussion thro Techno Forum
- Head of Customer Delivery Service Line – Handling all deliverable and in turn measuring Client Satisfaction Index thro technical delivery
- Reporting Straight to President/COO on all deliverables both in function and in role

### **Alden Prepress Services**

**April 2006 – Jan 2007**

*Alden Medical Transcription is a visionary project as a part of diversification extension plan of Alden Prepress Services Ltd. This venture into BPO has created a demand for in-house, flexible software solution for handling customized requirement of Alden Medical Transcription customers. Ideally the system is designed to have multiple modules handling specific customer requirement and also production requirement taking in consideration of all design and view level changes.*

### **Project Manager – GTD**

- Head all GTD Projects for all overseas clients where ODC is in Asia, on delivery and Technology Advisory Front
- Propose and suggest management of Technology Migration and Implementation Plan
- Head Active Directory Migration Committee
- Design and Chair Continuous Speech Recognition Project in R&D Stream
- Head Alden MT Technology, maintain Delivery target and design streamlining
- Member of ISO 29001/BS7799 Certification Board
- Chair and address System Delivery Board, Project Delivery Board
- **Architected Artificial intelligence based automatic speech conversion system**

- **Architected the online assembly line doc comparison and character intelligence system**

## **Tata Consultancy Services**

**August 2005 – April 2006**

### **PMO Manager & Project Leader – BT WLR Project (December 2005 – April 2006)**

*BT WLR project is a result of the OFCOM (office of communication) regulation that emphasized on the "equivalence of input" and in "Transparency of Services" this in turn lead to the formation of BT Open reach which is the single point medium of communication for all BT internal module and also for the external customers. With major business customer BT wholesale, this project deals with the technical handling of the calls (either in business or in handling the customer wholesale calls). This project is phased into many segments where in WLR3 is a segment that has a specified scope and deliverables.*

#### **Role as PMO Manager**

- Work with TCS Programme Director to lead delivery of WLR programme and its component phase delivery work streams
- Co-chair weekly programme meeting and provide progress statement to the programme board
- Co-chair the open reach and stakeholder boards to provide status and facilitate key decision taking
- Highlight risks, issues and dependencies across the programme in a timely manner, offering appropriate solutions and supporting their timely resolution
- Monitor and check the project contract for its compliance.
- Support the timely resolution and where required, escalation, of critical issues dependencies
- Ensuring that resources are managed effectively across the programme
- Organize and chair progress review and programme management team meetings
- Perform regular, scheduled evaluations/goal setting sessions with Team Leads

#### **Role as Project Leader**

- Variable Analysis – designing Project Plan
- Functional Design analysis and approval
- Milestone Listing and project elaboration using progressive Elaboration Techniques
- Owner of version management and Documentation Process to comply with IQMS
- Head – Development Cycle offshore
- IPMS operations and Internal Team Management
- Owner – project related information Security

### **PMO Manager & Project Leader – BT Receipting Project (August 2005 – December 2006)**

*BT Receipting Project is one under the umbrella of transition projects that came to the vendors due to the BT Drive. As one of the "one IT" objective, achieving measure critical application of Receipting and allied applications are handled by the vendor for maintenance and in turn fine tuning the system by related enhancement process. BT Receipting Project Deals with 35 critical applications which takes care of the receipting process of all BT customers coming under all scopes. These applications are mostly dealing with the customer payment details, order processing and payment allocation details. The project also deals with the fraud repository management which contains the details of black listed and other fraudulent activities that can happen in this domain process.*

- *The project was designed to handle two sets of activities to start. One at the onsite (Transition) and simultaneous download and documentation at offshore.*
- *The actual handling and maintenance of the system would be taken care at the offshore once the transition is over and the process ownership is taken over by TCS.*

### **Role as Project Leader**

- Variable Analysis – designing Project Plan
- Functional Design analysis and approval
- Milestone Listing and project elaboration using progressive Elaboration Techniques
- Owner of version management and Documentation Process to comply with IQMS
- Head - Transition Tracking Offshore for BT Receipting
- IPMS operations and Internal Team Management
- Owner – project related information Security

### **Sundaram Finance Limited**

**September 2002 – January 2005**

*SF Credit Card is a co-branded card product between Sundaram Finance Ltd & Oil Companies for purchase of fuel by fleet operators.*

- *Credit Card Program for Sundaram Finance Limited. (Two Phase development) – Modules developed and delivered are Application Processing, Data Transfer, Card Status Maintenance, Automated Payment Processing, Receipt Processing, Credit Card Accounting Module, Report and MIS module.*
- ***Handled all the above stated functions for the Interim Program (Phase I) and the Final Program (Phase II)***

### **Officer – Smart Card Technology**

*The project involves development of end-to-end solutions for managing the operations, accounting, CRM, data exchange, using cutting edge technologies, between Sundaram Finance Ltd, (in its role as a Credit Partner) and various Oil companies (in their role as Service Providers). Involves coordinating with KPMG in developing Decision Support System. Involves analyzing various MIS Reports with an objective of standardizing DSS Reports. Successfully implemented the new version of Smart Card Terminal Application software version 5.1 through out India, coordinating with M/s Axalto (Formerly Schlumberger Sema Measurement Systems), a German company.*

- Coordinated with Sundaram Infotech Solutions for development of software for automation of operational processes
- Approval of Module Specifications by vetting and signing off the System Requirement Specifications.
- User Acceptance Testing for all new development, release & training of staff for the same in live environment
- Coordinating all aspects of data transfer between the Merchant outlets.
- Emergency trouble shooting for Credit Card operations
- Tracking leads generated through the Company and Direct Marketing Agencies
- Preparing MIS & Ageing analysis
- Reports Generation & Analysis – Credit Committee Report,
- Compiling presentations for Credit Card

### **System Development Coordinator (Financial Services)**

- Coordinating requirement study and assisting Gap Analysis for Sundaram Finance Working capital funding products
- Drafting of Software Requirements Specification, which forms the edifice for Software Development.
- Client interface for the entire functional requirements of the Project.
- Coordinating with the Projects Team for development of software (Knowledge Transfer Process, Troubleshooting with respect to functional points of the software)
- Functional Testing of software to ensure final software application system is in consonance with the requirement definition and business rules (Functional Test Plan & Test Reports)
- Post implementation support to the client (Demo, UAT support and Data/Process Migration)
- Review of Work Products like, Low level Design, Unit Test Plan and Integrated Test Plan created by software developers
- Handling a team of software developers and specialists – Team Size: 11 members

### EDUCATION

<b>Academic</b>	Bachelor of Engineering (ECE) KLN College Of Engineering Madurai Kamaraj University	<b>2000</b>
	Masters in Business Administration (MBA) <b>(University IInd Rank Holder)</b> Mepco Schlenk Engineering College Madurai Kamaraj University	<b>2002</b>
<b>Diploma</b>	Diploma in Advertising and PR Indian Institute of Mgmt and Systems	<b>2001</b>

### TECHNICAL SKILLS

PHP, Ruby on Rails (RoR), MySQL,C, C++, C#, .NET, VB.NET – SQL SERVER 2000, Dot net, Oracle Forms 6i & Reports 6i, Oracle Discoverer (Reports & MIS), Oracle 8i & 9i, Windows platform for forms and reports, UNIX for shell script, MS Access, OFFICE-2000

#### **Analytics**

SPSS, Google Analytics, Omniture, Clickthrough, Urchin

#### **Certification**

Datashaping Certification Professional

### AFFILIATION

- Boxes And Arrows
- Certified professional Membership in Datashaping
- Member of Online Analytic Bridge Forum

**PERSONAL DETAILS**

Date of Birth : 19<sup>th</sup> March 1979  
Languages known : English, Tamil and Hindi  
Marital Status : Married  
Passport Number : **E9663213 (Valid till 2014)**  
**VISA (US)** : **B1/B2 till 2018**

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