

**Ravi Sharma**  
21/ 604, Heritage City,  
Gurgaon – 122002, India  
Ph # +91 9899282827  
[ravisharma.india@gmail.com](mailto:ravisharma.india@gmail.com)  
[ravi@phiteleventures.com](mailto:ravi@phiteleventures.com)

DOB - 1-1-1962

180

## Experience

- **Over 10 years** of Industry experience as **CEO** and a **total of 25 years** at policy as well as **operational level** with various industries like **Telecom , Satellite, Power , Food, Beer, Liquor, Engineering , Mining , Petrochemical and Infrastructure sector in India and Asia .**
- Have worked closely with Government on policy formation stage for various sectors and have pro-actively used Govt. policies for **turning around businesses.**
  
- **Feb 09 onwards – Founder and CEO of Phi Televentures Pvt. Limited** as well as of Phi Enterprises Private Limited ( [www.phiteleventures.com](http://www.phiteleventures.com) )
- **March 08- Oct 08: CEO of Datacom Solutions**, a subsidiary of **Videocon Industries**, having pan India license to Operate GSM services.
- **03- Feb 08: CEO & President South Asia** (India, Bangladesh, Sri Lanka, Maldives, Nepal and Bhutan) for **Alcatel and Alcatel – Lucent.**
- **99-02: CEO Asia for Alcatel's Satellite JV Europe\*Star.**
- **95-99: Vice President - Sales, Service, Marketing and Business development** (South Asia) for **British Telecom.**
- **93-95: Head - Corporate Affairs** for **UB Group** handling **all 109 companies of the Group** (Spirits, Beer, Food, Pharmaceuticals, IT & Telecom, Engineering, Polymer, Fertilizer etc) .
- **86-93: Regional Manager** at **UB Group Telecom Div.**
- **84-86: Senior Sales Executive** at **Cutler Hammer and Uptron -- Sales of Electrical Equipments** in North India.

## Performance

**Outstanding track record** with **start up company** (UB GroupTelecom), **proactive Corporate Affairs** (UB Group), **start-up Indian operations** (BT and Europe\*Star), **JV creation** (UB Goldmine, Airtel & Alcatel's Wimax JV) , **turnaround of company** (Alcatel South Asia) as well as **establishing a GSM services company from scratch** ( Datacom). Now engaged in **establishing new business as Entrepreneur** for Phi Televentures Pvt. Limited and Phi Enterprises Pvt. Limited.

My performance and contribution to the industry was well rewarded when, at the age of **37 years**, I became **one of the youngest CEOs of the Telecom MNC in India.**

- At **UB**, became youngest of my rank by getting **10 promotions in 9 years**. Consistently contributed more than **60% of the revenue** of the Telecom Company and executed the largest ever deal of that time. As Head, positioned Corporate Affairs as proactive assistance for the Group leading to many successes. Most exciting were, **introduction of Scotch manufacturing in India, goldmine JV as well as unprecedented profitability of beer and polymer business** by creating positive influence on policies.
  
- At **BT**, as **deputy leader of South Asia team**, played key role in creating **3 JVs with Bharti Airtel** thus owning 44% of mobile and 50% of VSAT & Broadband business. Also established sales & service operations of BT's enterprise services from scratch. Captured **70% of Indian market** for BT's "Global Managed Networks" within 2 years.
  
- At **Europe\*Star**, established first KU band satellite operation in India and pioneered satellite use for ILD. Contributed for more than **60% revenue of the company** through **sales all over Asia**.
  
- As **CEO & President**, lead **Alcatel South Asia** in becoming "**The fastest growing Regional Unit**" within Alcatel worldwide and more than 4500 employees as "**Best Motivated Team**".
  - Created long term vision and strategy for Company. Re-established Alcatel in India by creating **long term agreement** with Govt. Company ITI and making Alcatel as "**partner of choice**" for **top 5 operators of India**.
  - **Transformed** operations in **Bangladesh and Sri Lanka** to become no. 2 vendor in those countries.
  - Achieved **25 times business growth** from **Rs. 200 Crore in 2003** to orders of more than **Rs. 5200 crore in 2007**. Also grew the organization from **300 to 4500 employees**.
  - Handled diverse businesses from **satellites to submarine cables** as well as diverse employee population from **Software Engineers to Manufacturing Engineers**.
  - With effective handling of multi-cultural and multi-location organization, generated strong focus and support from top management.
  - Created strong relationship with **Industry, media, regulatory regime and policy makers**.
  - With strong media management, created **highest visibility for Alcatel Lucent** among vendors in South Asia.
  - Adjudged as "**Outstanding Leader and co-worker**" based on "360 degree" evaluation.
  
- As **CEO of Datacom**, created a strong **400 people organization within 6 month** from the date of start of operations with a clear objective to scale it to 5000 people by end 09.
  - **Formulated vision, mission, strategy, objectives, processes, organization and policies** in order to achieve dominant position in competitive market.

- Created innovative strategy for differentiation of services so as to achieve 50m customers in 5 years. This has helped in enhancing motivation of team, enthusiasm for dealers and priority status with vendors.
  - In spite of being late entrant, have been able to **attract people from best companies and competition.**
  - Took head start in all activities from RFP to building infra so as to establish **5-6 months lead among the new entrants.**
  - Handled 3 **Billion USD procurement budget** with several innovative models including revenue share.
  - With **effective handling of media**, in spite of problems among promoters, positioned Datacom as one of the most promising GSM operator among the new entrants.
- As **Founder and CEO of Phi Televentures**, I am responsible for creating, **incubating as well as structuring Telecom, IT and Entertainment businesses** in association / partnership with International Companies. The focus areas of work are **Wimax operations, MVNO, GSM, 3G, IPTV, GMPCS and HITS**. We have already created a partnership with world's largest Technology Company and are preparing to bid for Wimax spectrum auction to become Wimax operator in India.
  - As **Founder and CEO of Phi Enterprises**, I am responsible for creating International partnerships in the areas of **Infrastructure, Power, Renewable energy and other emerging sector.**

#### **CEO / Board Positions**

I have served as **CEO / Director on the Board** for the following Companies:

1. UB Mining Limited , India
2. Europe Star Limited , India
3. Alcatel South Asia Pvt. Limited , India
4. Alcatel Development india Pvt. Limited , India
5. Alcatel Lucent India Pvt. Limited , india
6. Lucent Hindustan Pvt. Limited
7. CDOT Alcatel Research Centre Pvt. Limited , India
8. RFS India Telecom Pvt. Limited
9. Alcatel Trade International , India
10. Alcatel CIT , Sri Lanka
11. Alcatel Trade International , Bangladesh

#### **Personal**

- **B Tech Electrical** from **IIT Roorkee** (India) 1984, **MBA** from **IMT Ghaziabad** (India) 1990.

- **State level Sportsman** (Badminton), key member of **Dramatics team** (University), **Student Editor** (University) and **TV presenter** (Business program on National TV).
- **Involved with NGOs** for children and disabled. Also served on **Excom of TERI** (Environment).
- **Vice Chairman of CMAI** (Communication & Manufacturing Association of India) engaged with Telecom Industry ([www.cmai.asia](http://www.cmai.asia)).
- Regular speaker at Seminars, Conferences and TV shows.
- Worked in Indian as well as International Corporations .Tuned to work in multi-cultural environment.
- Assessed and certified for having exceptional combination of **innovative thinking, meticulous planning and strong implementation skills**.
- Age 47 years, married with Anshoo, having 2 children Isha (21 yrs) and Rahul (18 yrs).

**References** : Available on request