

Contact

www.linkedin.com/in/bhuvnesh-sharma-969590a (LinkedIn)

Top Skills

Business Development
Marketing Strategy
Business Strategy

Languages

English (Full Professional)
Hindi (Native or Bilingual)
Punjabi (Elementary)

Bhuvnesh Sharma

Founder and Director - Plakxa Business Consulting LLP, Co-founder
Origiin IP Solutions LLP
Bengaluru, Karnataka, India

Summary

In Sanskrit “Plakxa” means Banyan Tree, a tree whose products and derivatives are used to ease pain. Plakxa’s mission is to ease pain experienced by startups, innovators, inventors, entrepreneurs and MSME’s while developing their financial plans, business plans, market research, Go-to-Market and sales strategies, seeking funds and investments, product launch etc. Plakxa Business Consulting LLP, is a group company of Origiin IP Solutions LLP. Origiin is one of the leading IP consulting companies in India and has been providing high-end IP consulting services to their customers, globally.

Plakxa’s team consists of serial entrepreneurs who have an enviable record of building, successful IP consulting companies and senior technology sales and business development leaders who have spent years in evaluating and selling new products, technologies to new goes, markets and building high performance sales engines. We bring in a heady mix of entrepreneurial skills, global sales and business development experience, domain and industry exposure to deliver high quality consulting services that help our customers leverage their Intellectual Property or technology to build successful businesses.

Areas of Impact:

- Sales & Marketing Strategy
- New Business Development
- IP based business and GTM strategies
- Technology Transfer and Intellectual Property Monetisation
- Planning & Forecasting
- Team Leadership
- Client Meetings & Presentations

Please contact me on - bhuvnesh@plakxa.com or
bhuvnesh@origiin.com

Working as Strategy and Sales Leader for Utthunga Technologies Pvt. Ltd. It is a consulting role, wherein I lead Utthunga's sales, business planing and strategy. Main objective of role is to grow Utthunga to the next level and make it a prominent player in Industrial IoT domain. Utthunga is a niche solution provider in Industrial IoT, Industrial Control and Automation space. Utthunga serves its worldwide client base with a range of innovative products and solutions.

Experience

Plakxa Business Consultig LLP, Origiin IP Solutions LLP
Founder and Director - Plakxa Business Consulting LLP, Co-founder
Origiin IP Solutions LLP
June 2017 - Present (2 years 11 months)
Bengaluru Area, India

In Sanskrit “Plakxa” means Banyan Tree, a tree whose products and derivatives are used to ease pain. Plakxa’s mission is to ease pain experienced by startups, innovators, inventors, entrepreneurs and SME’s while developing their financial plans, business plans, market research, Go-to-Market and sales strategies, seeking funds and investments, product launch etc. Plakxa Business Consulting LLP, is a group company of Origiin IP Solutions LLP. Origiin is one of the leading IP consulting companies in India and has been providing high-end IP consulting services to their customers, globally.

Origiin IP Solutions LLP, based out of Bangalore, has been providing Intellectual Property Management services and solutions to its clients, worldwide. Origiin enjoys and enviable record of satisfied and happy customers. We provide complete IP management solutions to the innovation and research based companies by assisting them with identification, analysis, protection, management and exploitation of IP in an effective manner. With a team of skilled engineers, scientists, biotechnologists, patent agents, designers and attorneys, we have so far provided quality services to more than 450 companies from diverse areas of technology domains including Electronics, Telecommunication, Electrical, Automotive, Software/IT, Instrumentation, Biotechnology etc.

In Origiin, I’m mainly involved in IP monetization and commercialization consulting services. How do you unlock the value of your IP, develop business

and GTM strategies around it and help innovators, inventors, entrepreneurs and SMEs launch their products into the market, is the main focus of my activities in Origiin. Essentially, I help transform IP from a cost center to a profit center.

Wipro

Head of Sales - ME and APAC

April 2015 - June 2017 (2 years 3 months)

Bengaluru Area, India

Leading Sales function for Product Engineering Services for Wipro in fast growing markets of ME and APAC. Charter is to grow and further enhance Wipro's leadership position in delivering cutting edge product engineering solutions for industry domains of Telecom, Consumer Electronics, Media, Industrial Automation and Control, Automotive Electronics and Infotainment, Medical Devices, Computing Storage, ISVs, Semicon, Peripherals and Specialty Devices.

Ascendum Solutions

Head of Sales - EMEA

May 2013 - March 2015 (1 year 11 months)

Worked in Ascendum as Head of Sales for EMEA with primary responsibility to increase Ascendum's foot print in Europe, Middle East and Asia region. With Enterprise Intelligence, Mobility, Cloud, Infrastructure Management Solutions, Product Engineering Services as core of its offerings, Ascendum excels in delivering differentiated business solutions in Retail, Automotive and Healthcare domains.

Ascendum is a proud member of the Vora Group, one of the fastest-growing technology holding groups in the United States.

Aricent Group

Assistant Vice President - Business Development

April 2012 - May 2013 (1 year 2 months)

Banaglore

Moved back to parent company, Aricent, in April 2013 and was made Business Head for DACH (Germany, Switzerland and Austria) + Eastern Europe region. Managed a team of motivated business managers and our main job was to hunt for new business in Aricent traditional domains as well as emerging domains wherein communication is increasingly playing an important role.

In this capacity I managed P&L of more that 15+MUSD spread across various Aricent products and solutions, including their Wireless and Wire-line offerings to various telecom OEMs. Got an opportunity to create and managed relationships with marquee customers ranging from core telcom, Automotive, Control and Automation OEMs.

frog

Assistant Vice President - Business Development

October 2010 - March 2012 (1 year 6 months)

Banaglore

In today's world of fast changing consumers preferences, products literally becoming extensions of consumer personality and how products satisfy consumers explicit and implicit needs, their aspirations, design plays a very important role. Compelling design is one of the most crucial foundation and is also the most important differentiator, which plays a very important role in success or a failure of any product. Companies that provide this differentiator along with regular product engineering services are bound to succeed. Aricent, by virtue of frog being part of its offering, wanted to bring this holistic offering to the market wherein any product company can approach Aricent with an idea and Aricent would help design, develop and launch that product into market.

It was in this context, part of Aricent engineering team along with business development folks moved to frog and that's how I became part of this exciting journey. My job was to sell this unique value proposition to global market and get new business for frog/Aricent.

During this tenure, I was instrumental in getting multi-million dollar deals and help building cutting edge products in Automotive, Smart Energy, Healthcare, Telecom and Consumer Electronics domains. Held global responsibility of building this business with major focus on American and European markets.

Aricent (Flextronics Software Systems)

Assistant Vice President and Practice Head - M2M

February 2007 - September 2010 (3 years 8 months)

Managing one of the fastest growing Business Unit / Practice in Machine 2 Machine (M2M) domain. Working with Fortune 50 customers in Automotive, Smart /Digital Home and Home Energy Management, Smart Grid / Smart Metering, Building Automation, Consumer Electronics, Mobile Handset and Chipset domains. These clients are being serviced from our global delivery centers in India, USA, Germany, Ukraine, UK etc.

Responsible for overall P&L with a direct target of more than 15MUSD. Current job responsibility also includes managing profitable operations through efficient and optimized deliveries. Have close to 200 resources working in my Business Unit in India.

Essentially managing a small company worth 15+MUSD within a larger company, wherein I'm responsible for all the crucial functions required to run it successfully.

MphasiS Ltd.

Vice President - Europe Sales

April 2006 - January 2007 (10 months)

Vice President – Sales (Continental Europe): Headed Continental Europe sales team in MphasiS. Managed some of the key relationships in the Automation and Control, Healthcare, and Mobile Handsets domains.

Achievements: Established MphasiS as a strong player in the European market with long-term annuity based deals with some of the reputed companies. Ensured a strong revenue base thereby creating a strong foundation for future accelerated growth.

Mphasis Ltd

4 years 10 months

Associate Vice President

August 2004 - March 2006 (1 year 8 months)

Associate Vice President – Sales (Continental Europe): Responsible for generating sales from “green-field” territory – Continental Europe. The job profile included developing overall business strategy for this territory starting from lead generation to contract closure. Good working knowledge of European countries like Finland, Sweden, Germany, Switzerland etc.

Achievements: In a short span of one plus year, I managed to build a very strong funnel and order base. I was also successful in opening new European territories.

Associate General Manager

February 2003 - July 2004 (1 year 6 months)

Associate General Manager – Business Development: Prior to joining front-end sales, I was responsible for overall BD activities on a worldwide level. Strategic

planning, positioning, focused prospecting were the key activities in this role. Kshema's BD group was started under my leadership. Mentoring, coaching, hand-holding my team was one of the important parts of my responsibilities so that they develop into an effective BD engine. I was also involved in brand management of Kshema to a limited extent and generation of marketing collaterals that effectively demonstrated our capabilities.

Kshema got acquired by Mphasis.

Achievements: Played lead role in converting some of the prestigious accounts that are still continuing within Mphasis (Kshema). Led a team that enabled closure of new orders worth more than 8.0 MUSD during that financial year. I was one of the fastest members to join Kshema's Management Council. The job provided good exposure in handling global market including US, Europe, Asia Pac etc.

Regional Manager - Industrial Automation

June 2001 - February 2003 (1 year 9 months)

As part of the Industrial Automation Strategic Business Unit in Kshema my job was two fold:

1. Bring domain insights in the SBU wherein I interfaced with the delivery team in bringing them up to date about what is happening in Industrial Automation domain. My job was to bring in the domain perspective to the delivery team and help them when they are interfacing with Industrial Automation Customers.
2. The other responsibility I carried was to give domain support to the sales team in strategizing sales activities in the Industrial Automation domain. I helped in creating the sales pitch, company positioning, generate collaterals like presentations, white papers, approach documents etc and interface with the prospects and clearly demonstrate our expertise in this domain.

Achievements: During my stint in this role I was instrumental in bagging one of the largest contracts from a multi billion-dollar USA based Corporation. I handled complete strategy as to how to handle this client, what we need to position and effectively demonstrate, thereby enabling Kshema to be chosen as a preferred and trusted software development partner.

ABB

Deputy Manager - Control and Automation

March 1997 - May 2001 (4 years 3 months)

Worked with Asea Brown Boveri Ltd. (Automation Segment), one of the world's major in Industrial IT. The job profile included constant interaction with the various prospects / customers in power industry like NTPC, BHEL, L&T, various State Electricity Boards and other independent power producers for the promotion of Industrial IT related solutions like Distributed Control Systems, Optimization / application software packages etc. The job involved constant customer interaction including presentations, demonstrations of the different automation solutions offered to meet their productivity, quality and profit targets.

Emerson Electric Co.

Executive – Sales & Business Development

January 1995 - February 1997 (2 years 2 months)

Fisher – Rosemount Ltd is a division of Emerson Electric Co. a multi billion dollar US based Engineering Corporation. I was involved in the exploring new markets and catering to existing customers for Process Control & Automation solutions. Catered to various process industries like power, cement, chemicals etc. The job involved constant customer interaction including presentations, demonstrations of the different automation solutions offered to meet their productivity, quality and profit targets.

Achievements: Achieved 100% target as set by the regional head.

Gujarat Ambuja Cements Ltd.

Automation Engineer

May 1992 - January 1995 (2 years 9 months)

Worked as an Automation Engineer dealing in total plant and process automation. Here, I was involved in successful project management and execution of Process Control / Automation System job for their cement plant in Himachal Pradesh. The job required thorough knowledge of cement manufacturing process and included complete design of basic process automation / instrumentation, implementation of the designed strategies, writing application / system software, designing and implementing Human Machine Interface in the form of process graphics on HP-Ux machines. This job also gave the opportunity to interact with the production people on first hand basis and to help them to optimize their production, by implementing the required strategies in the control system.

Achievements: Successful design, erection and commissioning of an automation & control system for a major section of the cement plant.

Ramsan Communication Ltd

Production Engineer

February 1991 - March 1992 (1 year 2 months)

Production Engineer – Was involved in manufacture of Subscriber Carrier Systems, Long Line Equipment etc. The job also included complete overseeing of the Q.C department and liasoning with Department Of Telecommunications.

Optel Communications Ltd

Trainee Executive Engineer

October 1989 - December 1990 (1 year 3 months)

Was involved in manufacture of Optical fiber. Worked as Trainee Shift Engineer,

Education

BE+MBA