

# Jayesh George

[www.JayeshGeorge.com](http://www.JayeshGeorge.com)

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**Innovative, result oriented and enterprising Technology Marketing Specialist with demonstrable success in conceptualizing and implementing successful marketing strategies, backed by 16+ years of experience.**

## SUMMARY PROFILE

- **Technology Marketing proficiency** encompassing business acumen, knowledge of industry and marketing programs, experience in creating ROIs, setting up marketing engines from scratch and handling internal stakeholder liaison
- Proven expertise in **strategic market planning & execution**, brand value creation, account based marketing, event management, marketing communication, PR and partner marketing
- Skilled in creating **effective marketing strategies** by understanding the expectations and budget, analyzing sales targets and deal sizes and creating communications to realize leads and conversions
- Repeated success in **delivering high quality programs** by aligning marketing strategies with sales goals, building relationships and working in tandem with the sales force and ensuring every activity results in maximum efficiency
- Exceptional talent in **analyzing customer requirements and creating apt promotional plans** like Ad campaigns (in print, electronic, web), PR communications and events (exhibitions/conferences/roundtables/panel discussions)
- In depth understanding of the **Technology market**, the significance of value propositions, knowledge of products and competition, and insight into customer needs and the right medium that will ensure efficiency and effectiveness
- **Strong and extensive network** comprising of relations with top media journalists, best editors, PR agencies, Media houses, marketing agencies and leading technology company marketing managers
- **Track record of executing successful PR strategies** – made possible by customizing global strategies for Indian market and delivering content that convinces the PR/Journalist community to create a better story
- Other Info: Working knowledge in **Salesforce.com, Eloqua, WordPress, Pivotal, Marketo** and **SAP**; clear and confident communication skills in English, Hindi, Tamil and Malayalam; Indian, Male, Married, Born on 11 Sep 1974

## CAREER SNAPSHOT

**NOVELL SOFTWARE & SUSE India** [www.novell.com](http://www.novell.com) / [www.suse.com](http://www.suse.com)

**July 2015 – Present**

Part of Micro Focus that acquired companies including **BORLAND** (Testing tools), **NOVELL** (Collaboration), **NetIQ** (Identity and access management and) and **SUSE** (Linux Enterprise server)

### Country Marketing Manager – India & South Asia

- Complete charge of Branding, Lead Generation, Digital Marketing, Events conceptualization & execution and PR for India and south Asia (SAARC) markets; reset marketing engine for the market after acquisition by Micro Focus India
- Played a vital role in formulating the Digital Strategies for the successful execution of various campaigns encompassing webinars, mailers, newsletters ([www.mfconnect.in](http://www.mfconnect.in)) etc
- Built excellent relationships with HP, Lenovo and SAP as a part of alliance partnership, marketing activities and developed a million plus pipeline through joint marketing activities
- Instrumental in organizing SUSE roadshows in 3 cities in India – Managed end-to-end events conceptualization and execution; also successfully executed a 50 people, offsite Partner Summit
- Developed EBR's and Lead Generation agencies – sales aligned marketing plans and its scale up plans; hired a PR agency, trained them and started rolling out excellent coverage in relevant media

**RIVERBED TECHNOLOGY INDIA PVT. LTD.** [www.riverbed.com](http://www.riverbed.com)

**Dec 2011 – May 2015**

[World's #1 company in WAN optimization & Application Aware Network Performance Mgmt., with 45% market share worldwide]

### Marketing Manager – India

- Complete charge of Branding. Advertisements and Events, focusing on product and solutions messaging from the company targeting CIOs and CIO-1s of any company with multiple offices, across verticals; managed end-to-end PR
- Responsible for enhancing visibility by **formulating and executing branding strategy** – field marketing, partner marketing, lead generation activities, PR, marketing communications, event management, marketing presentations
- Handle the heavily **partner focused marketing approach** of jointly conducting programs/campaigns; liaise with Worldwide messaging team to locally release advertisements in CIO and CTO forums and magazines
- Instrumental in organizing **Riverbed Performance Summit**, a worldwide tour that has covered 30 cities in Delhi, Bombay & Bangalore – coordinated the logistics and attendee acquisition of the full day event for customers & partners

- Steered and directed many **product based roadshows** demonstrating Riverbed's WAN Optimization products (Steelhead, SteelCentral and SteelFusion) in Delhi, Bombay and Bangalore
- Initiated the system of **product review** for securing nomination for awards – won nomination and eventually bagged Frost & Sullivan Award

**QUEST SOFTWARE INDIA PVT. LTD.** [www.quest.com](http://www.quest.com)

**Oct 2008 – Dec 2011**

[Now part of DELL Software was USA based world's No.1 Systems Management Company with presence in 32 countries and a turnover of 800m USD; Indian operations were launched in 2007]

#### **Marketing Manager – India**

- As Head of Marketing [India], 1<sup>st</sup> Marketing Manager of Quest India and core member of Global Field Marketing Team, in charge of brand awareness and thought leadership for Quest India; report to M D – India & Saarc
- **Envisaged/executed branding strategy for getting visibility** among top 5000 enterprise accounts and 1000 top IT companies in India through targeted marketing campaigns for various products
- Played a **pivotal role in setting up marketing engine for Quest India**; designed a poster picturing all 150 products – the initiative has been adopted by Quest in the mature markets (USA, Australia, Singapore)
- In charge of **multiple stakeholder involved event management** – handle entire planning/mapping of event, choose products to be focused and select avenues/audience to ensure success
- **Conceptualized/organized Partner Connect**, an event for chosen partners resulting in increased partner involvement; **crafted Media Kit** detailing solutions areas in layman's language for the media fraternity
- Identified 20 high revenue generating potential products from the bouquet of 150 and devised marketing strategies with 80% marketing budget focused on them
- Executed 26 Ads, 32 print media & 50+ online media coverage (PR), 8 Quest Software road shows series, 3 exhibitions participation, 16 case studies, 12 newsletters, 22 mail blast campaigns and sponsored 14 CIO events

**SRIT PVT. LTD.** [www.renaissance-it.com](http://www.renaissance-it.com)

**Nov 2006 – Oct 2008**

[Sobha Renaissance Information Technology is a leading products & solutions company, headquartered in Bangalore; named one of "India's 50 fastest growing companies" by Deloitte 2007 & 08]

#### **Sr. Manager – Marketing and Strategic Alliances**

- **Conceived and executed Construction IT 2008** – a pioneering event targeting CTOs/CIOs of construction companies to market the sector focused ERP – ensured participation of 46 companies
- **Formed strategic alliances with Technology companies** (IBM, HP, Oracle, Intel) for sharing partners, opportunities and market information, resulting in 30% increase in pipeline generation
- **Articulated Entry Strategy** for Healthcare & Enterprise products in various geographies in SEA; conceptualized, & executed two market research programs before product launches; organized various national & international events

**CYBER MEDIA INDIA LTD.** [www.cybermedia.co.in](http://www.cybermedia.co.in)

**Nov 1998 – Oct 2001 & Apr 2003 – Oct 2006**

[One of India's top IT publishing house]

#### **Manager–Marketing (Karnataka & Kerala)/Marketing Executive**

- Responsible for achieving revenue targets through space selling (ads, events) and market development of company's IT magazines; reporting to Bureau Manager
- Involved in helping IT companies identify avenues for marketing – gained a network of top Journalists and media houses; marketed and executed vendor driven events and in-house events

**JASUBHAI DIGITAL MEDIA INDIA LTD.** [www.jasubhai.com](http://www.jasubhai.com)

**Nov 2001 – Mar 2003**

[A leading IT media player with presence in print and digital media; flagship magazine: Digit]

#### **Branch Head/Assistant Manager – Sales**

- Responsible for advert sales and building brand equity of India's #1 end-user tech magazine Digit (formerly CHIP) and 4 other magazines across Tamilnadu and Kerala

**Executive – Sales @ QUALITY INNS INDIA PVT. LTD.** [WWW.CHOICEHOTELSINDIA.COM](http://WWW.CHOICEHOTELSINDIA.COM)

**Jan 1998 – Nov 1998**

## **EDUCATION OVERVIEW**

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| ▪ <b>Digital Marketing</b> Course; Edupristine, Bangalore   | March – May 2015 |
| ▪ <b>executive Education Program</b> in <b>Marketing</b> ; Indian Institute of Management Kozhikode | 2010-2012        |
| ▪ <b>Master of Business Administration [Marketing]</b> ; SRM Institute of Management, Chennai       | 1996-1998        |
| ▪ <b>Bachelor of Business Management [Marketing &amp; HR]</b> ; Mangalore University, Manipal       | 1993-1996        |