

HARBINDER SINGH NARULA

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PROFESSIONAL SUMMARY

Harbinder is a Post Graduate in Business Management qualified with over 22 years of demonstrative experience and measurable achievements in the areas of Business Development and executing Marketing Strategies (including above-the-line and below-the-line strategies) in varied business environments.

He has been in the digital media space from the time it started in India and is well networked and respected among digital entrepreneurs in India. Harbinder has earned the reputation of being a dynamic, creative and resourceful professional and has worked across varied industries with exposure to multi-cultural and cross-functional teams and has also experienced entrepreneurship which has helped him develop an entrepreneurial style of working with ability to take on multiple roles within an organization.

Harbinder has independently opened up new markets, strategized & executed marketing plans beyond geographies as well as led complex teams taking responsibility of P&L. He is also known to connect ideas to resources when it comes to launching and managing strategic and tactical marketing for young companies in various stages of growth.

CORE STRENGTHS

- Strategizing & Executing Marketing Plans
- Coordinating with Marketing Agencies
- Product Marketing Management
- Business Development
- Managing P&L
- Team Building & Leadership
- New Product development
- Alliances & Strategic Partnerships
- Negotiation & Contracting

CAREER HIGHLIGHTS

- Independent Personal Brand Strategist, Independent, January 2018 to present
- Business Development Consultant for India, Independent, January 2017 to present
- Chief Content Curator & CEO, Mansai Media Services Pvt. Ltd.; Feb 2011 – present
- VP and Chief of Business Operations - India, Buongiorno (now Lumata); May 2010 – Jan 2011
- VP & Country Head, Aryty Inc. ; April 2008 – Mar 2010
- Strategic Partner Dev. & Head of Content – India, Google & YouTube; Dec 2005 – April 2008
- Business Head (Telecom), Times Internet (Indiatimes); Jan 2005 – Dec 2005
- General Manager (Last Designation) SPA Group (PCCW HK); Mar 1999 – Dec 2004
- Assistant Product Manager, Padmini Multimedia Ltd.; Jul 1996 – Feb 1999

EDUCATION

- **Diploma in Cyber Laws**, Amity School of Law, New Delhi; 2001
- **PGDBM** (MBA-Marketing), IILM, New Delhi; 1996
- **B.Com**, Delhi College of Arts & Commerce, Delhi University; 1994
- **AISSCE**, St. Columba's School, New Delhi; 1991

PROFESSIONAL TRAININGS

- **"Marketing & Sales Promotion Techniques"**; PHDCCI & KONDRAD ADENUER ASSOCIATION
- **"Strategic Selling"**, a MILLER HEIMAN training program
- **"10X Sales Bootcamp"** a Grant Cardone Program through GBA

- **“Conscious Business”** Training Program by FRED KOFMAN’s **“AXIALENT”**.