



## **Ravi Chandra P. Valaboju (VRC)**

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### **Looking for Senior Roles – Industrial Data Acquisition & IoT / IIoT Product Marketing**

- Business Leader & Technology Professional with MBA in International Business having 20+ Years Experience and specialized in RF & Industrial Data Acquisition (RFID, IoT and Visual Data Acquisition) deployed in Industry 4.0 Digital Transformation AI / ML.
- Deep Understanding of Deployment Architectures, Connected Technology Stack viz. Device Hardware, Device Software, Device Communication, Cloud Platform and Cloud Apps / SaaS.
- **Most recently worked as Director – Planning & Marketing at an IIoT Product Manufacturing company based in Seoul, Korea.**
- Hands-On experience in DIGITAL TRANSFORMATION Projects comprising LF, HF, UHF RFID, BLE Beacon, IoT Sensors, Visual Processing Systems and Edge Gateways.
- Deep knowledge of IIoT Eco-system and experience handling strategic partnerships with Industrial IoT Platforms and Products.
- Executed Product Planning, Development, Release as per strategic product goals.
- Proven, Self directed, entrepreneurial mindset with a sense of ownership and comfortable taking accountability for making decisions with clarity in sync with cross functional teams.
- Drive Market Research, Competitor Analysis, Demos, Presentations and Positioning, to ensure marketing and sales teams deliver the product's value proposition most effectively.
- **Experienced negotiating agreements (OEM / ODM), Pricing Strategies, Packaging and Optimizing Costs to ensure a healthy P&L with a focus on long term benefit.**
- **MBA (International Business) & pursuing Ph.D. in Management Studies** at University of Hyderabad. Used statistical analysis tools to study Impact of Technology and RoI Assessment considering **Industry 4.0 with AI, Block-chain.**
- Earlier, worked in International market environment in multiple Biz Dev roles handling engagements in range \$1M ~ \$ 200M while working as “AGM – Automotive Electronics” at an Embedded SW outsourcing company, earlier worked as part of ORACLE DIRECT and handled USA East Region for sale of Oracle DB, Middle-ware and SSO Technologies.

- **Technical Expertise:**
  - Statistical Analysis using R, R Studio, R Commander & Jamovi
  - Project Management Tools - Microsoft Projects / Microsoft Visio
  - Application - Android Studio & Fire base (Beginner)
  - CRM - Siebel CRM / VTiger CRM / Sales Force
- **Certifications:**
  - Workshop - Statistical Analysis using Open Source S/W – Pondicherry Research Enthusiasts Forum (2020)
  - Workshop - Statistical Applications in Data Science – University Of Hyderabad (2020).
  - “Business start-up Certificate” & Incubation by Seoul City, Government of KOREA.(2012).
  - Microsoft Certified Professional (Since 1997) – MCP, MCSD - 1998
- **International Business Exposure:**
  - Handled 240+ SI / Channel Partners across 37 countries.
  - Countries Worked In: Korea (D7 & E7 Visa), India
  - **Business Visits:**  
USA, Germany, Singapore, Hong Kong, Japan, Taiwan, Thailand, China
  - **VISA Status:**  
**USA** – B1/B2 (Valid thru 2025)  
**South Korea** – C3 (Valid thru 2025)

**Background - Management & Technology:**

- Started career in year 1998 as C++ Trainer and Visual C++ Developer at CDAC.
- Marketing Head at Informatics, a Computer Training Institute with HQ in Singapore.
- Microsoft certified Professional (1997)  
Microsoft Certified Solution Developer MCSD in (1998).  
Certified CRM Consultant for ACT / Siebel CRM.
- **Enterprise S/W Outsourcing** Business Development for USA at Planetasia - 2004
- Oracle Database, Middle-ware Sales at **ORACLE** – USA East Region. – 2005
- Business Development for Embedded Product H/W Design and S/W Development Outsourcing Services – 2006 ~ 2011.
- Entrepreneurship - International Sales & Marketing Services – 2011 ~ 2015
- **Industrial Product Development - ATID (Korean Company) in India – 2015 ~ 2019.**

## Work Experience

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► 09.2017 ~ 01.2019: **ATID Co., Ltd, KOREA** ([www.atid1.com](http://www.atid1.com))

### **Director – Marketing / Planning**

- ATID is manufacturer of Industrial Handheld Data Acquisition Terminals (UHF RFID, 1D/2D Barcode, BLE Sensors and IoT Gateways) and part of INVENGO group.
- Responsible for Product Life Cycle including, Strategy, Road-map, Design Specifications, Features, Market Research, Competitor Analysis, Go-To-Market Strategy, Marketing Campaigns, Pricing Strategy, Account Management, Sales Support, Negotiating agreements as per goals set by stake holders.
- Reporting to HQ based in Singapore with yearly, half yearly and quarterly along with achievements and significant data on market metrics including competitor analysis.
- Handle 240+ partners across 36 countries for various initiatives in domains like Retail, Automotive, Logistics, Manufacturing & Healthcare RFID.
- Oversee OEM / ODM Product Design and Manufacturing status as per agreement.
- Handle Industry Alliances, Software, Cloud Infrastructure Partnerships.
- Managing complex IoT / RFID solution design and deployments from RFI/ RFQ / EOI.
- Support Digital Supply Chain & Industry 4.0 transformation Initiatives with AI and Block-chain.
- Familiar to trends in adoption of cloud platforms (SaaS) and typical architecture for efficient Solution Deployment.

► 06.2015 ~ Present: **ATID Systems India Private Limited** ([www.atid.in](http://www.atid.in))

### **Managing Director & CEO - India R&D Center.** [JV with Korean Partner]

- Setup ATID Product R&D Operations in India to work as backed team for ATID Korea. (Firmware, Android OS Porting to PDA, Drivers, IOT & Cloud Solutions).
- Application development for International clients using ATID UHF RFID Reader for projects.
- Responsible for Sales Support, Repair & Maintenance in India covering 59 partners.
- Planning and Design of FOTA Solution for Android handheld PDA from ATID
- Supported Certification of Android handheld with CE / FCC and vendor specific certification.
- Deployed 150+ Android UHF Handheld Readers to one of largest RFID TOLL GATE management project in India.

<https://www.youtube.com/playlist?list=PLrGAOpFikFQWmqNSFg-J1Y3iiY3LKWV2j>

- 06.2011 ~ 2015 : **ATN Global Networks Private Limited** ([www.atnglobal.net](http://www.atnglobal.net))  
(06.2019 ~ Present) **Director - Global Business (An Entrepreneurial Venture)**

ATN Global founded in 2007 as International Sales and Marketing company is transformed to a “Management Consulting” company in 2019 with headquarters in Hyderabad and presence in Korea and USA.

As Co-Founder and Director of company, I handled Sales and Marketing efforts

- Supported 20+ companies strategize their business offering with through market research and helped setup Sales, Marketing goals along with identification of metrics for team productivity and ensured balancing interest of stakeholders.
- Executed multiple Projects (Embedded Software, Website Design, Mobile Apps etc).
- Helped technology companies launch products in International Markets. (Sales Outsourcing).
- Handled clientele from Technology, Healthcare, Retail, Manufacturing, Sports, Education Logistics, Entertainment, Semiconductor, Automotive and Telecom domains.
- Worked in multiple geographies within APAC, USA.
- Built partnerships with organizations of strategic importance as part of deeper interest to build an eco-system for long term sustenance.
- Architected and initiated “BUSINESS TRANSFORMATION” as service offering to help organizations leverage full potential of new technologies as market moved towards adoption of Digital Transformation.
- Successfully engaged with ATID, Korea as India JV Partner for India **Sales and R&D Center**.
- Front ended Sales and Marketing efforts for an embedded design services in APAC.
- Engaged with an Indian Disaster Recovery Product company as Korea & Japan Sales Representative (The company got acquired by IBM eventually).
- In-House **PRODUCT** – Digital Business Card mobile app (To replace traditional biz card).

#### Major Events Participated

- ◆ RFID Journal Live 2019, USA – Promoted S/W Offering for MDM for a client company.
- ◆ India Soft, 2017
- ◆ DHL Labs, 2016
- ◆ PROMAT, 2019 USA
- ◆ World IT Show, 2012 / 2014, Korea

► 2009 ~ 2011: **SPA Computers Private Limited** ([www.spacomp.com](http://www.spacomp.com))

**Assistant General Manager – Automotive Electronics**

- Setup and operate new AUTOMOTIVE focused embedded projects outsourcing including ADAS and In-Car Connectivity Solutions based on CAN, LIN, MOST etc.
- Biz Development for Embedded Software Outsourcing Services for Automotive related OEM.
- Gained engagements for ECU / PND / Tablet PC / Car Black Box/ ECU Validation etc.
- Planned and executed worldwide sales strategy & participated in several Automotive events in Japan, Korea, Taiwan and India.
- Transferred to Seoul, Korea to easier access to global markets.

► 2006 ~ 2008: **SPA Computers Private Limited**

**Business Development Manager – Korea.**

- Setup SPA Korea office as Embedded S/W Outsourcing company in 2006.
- Focused on outsourcing contracts and engineering resource placement for OEM Product Companies (STB / CCTV Surveillance/ PND Navigation / Industrial PDA / PMP DMB Players / Wi-Fi Access Point OEM / Wireless Home Automation, Storage Devices)
- Successfully signed up large engagements including SAMSUNG and a major STB Company.
- Participated several events like World IT Show 2007 / CeBIT 2008 / Embedded Japan 2008.

► 2005 ~ 2006: **Oracle India Private Limited.** (ORACLE – [www.oracle.com](http://www.oracle.com) )

**Business Development Consultant – USA (East)**

- Joined as part of Oracle Direct, an Inside Sales team of Oracle for USA Region.
- Based in Bengaluru, India. I was in-charge of USA (East Region) where I handled Oracle consulting & License Sales for entire product line including Oracle 10g Middleware, Database and other products like Single Sign-On.
- Was trained as PMP (Project Management Professional) & Oracle Data Warehousing / BI.
- Successfully trained in Oracle Fusion Middleware,

► 2004 ~ 2005: **Planetasia (Microland)- GCI Solutions Private Limited.** (Now Collabera)

**Sr. Executive – Business Acquisition – USA**

- Planetasia was a major IT Services (Enterprise SW – SAP / ORACLE and ecommerce) co.
- Was part of pre-sales backend resource in Bengaluru for a Manager based in Chicago, USA.
- Achieved Sales: USD 4 Million (SCM / Content Management Contracts)
- Internally Implemented ACT Sales Force Solutions & Reporting as I was trained professional.

- ▶ 2003 ~ 2004: **Stark Solutions** (Partner, Website Design Services)
- ▶ 2002 ~ 2003: **Axis Finance Corporation (Reliance Infocom)** -Mobile & Broadband Sales
- ▶ 2000 ~ 2002: **Informatics** (Corporate Trainer – SIEBEL CRM & Later moved to Marketing)
- ▶ 1998 ~ 1999: **CDAC** (Software Trainer – C, C++, MS Office / Corporate Trainer)

### Language Skills

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- ▶ English / Hindi / Telugu
- ▶ KOREAN Language Skills: Reading, Writing but not fluent at conversational Korean.

### Personal Information

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- ▶ Date of Birth / Age : 16<sup>th</sup> December' 1977
- ▶ Nationality : Indian.
- ▶ Marital Status : Married.

Additional Information available on my website – URL : [www.vrcprakash.com](http://www.vrcprakash.com)