

Executive Summary

Over twenty-five years of proven track record in strategic communications, global project management, innovation and creativity, learning and development, mentoring and technical writing.

Key Accomplishments

- *Facilitated more than 50 technical sessions* with customers for generating business leads
- Spearheaded innovation programs *yielding a 10 % increase in first filings(FF's) every year*
- Standardized documentation localisation process *reducing translation defects by 35%*
- Executed a global transition project resulting in *400 KUSD/year savings* in overall costs
- Organized *business to campus connect* programs improving the quality of hiring by 80%
- Enhanced *Net Promoter Score from 5 to 9* over a period of two years

Professional Experience

Independent Consultant

(Since Nov'18)

- Provide expert services in the areas of business communication, technical writing, collaboration, innovation and creativity, project and change management.

Manager, Marketing Communications, ABB GISPL, Bangalore

(2014-Nov'18)

(Corporate research centre with over 2000 professionals)

- Coordinated with local business units to conduct trade shows/ symposiums and seminars with our customers
- Prepared success stories/customer testimonials and increased the visibility across different target audiences
- Orchestrated branding programs across targeted universities/colleges to attract talent for our R&D operations
- Conducted interviews with customers and visitors to our location that enhanced our brand values

Manager, Internal Communications, ABB GISPL, Bangalore

(2013- 2014)

- Strategized internal communication programs across the R&D organisation by sharing a common vision resulting in an engaged workforce culture
- Established vital performance metrics by conducting internal communications audits and provided targeted content for the diverse audience using multiple delivery channels
- Facilitated online engagement by leveraging Yammer- an enterprise social media platform for networking, knowledge sharing, and employee recognition
- Standardized social media guidelines for employees to effectively use Twitter, Facebook and Google +
- Organized customised workshops to break silos across teams, improve collaboration among projects, create fun at work, meet stakeholder expectations, promote innovation and establish best practices
- Facilitated a dialogue between the leadership team and employees by active contribution in corporate induction programs, newsletters, and corporate blogs
- Strengthened the feedback closure mechanism (bottoms up communications) which was an area of concern for the employees
- Anchored in-depth interviews, open door discussions, town hall meetings with business unit heads and shared implicit expectations with the project teams
- Ushered in digital communication (I signage) for tailored and concise messages across departments
- Developed scripts and created employee engagement videos for promoting corporate values shared by the executive leadership
- Supervised intranet and SharePoint platforms for disseminating dynamic information on a timely basis across various locations
- Conducted customised soft skills training workshops across different places in Europe and the US.

Manager, Technical Communications, ABB GISL, Bangalore

(2006- 2013)

- *Established a documentation lifecycle process (DDLCC) for the Process Automation, Discrete Automation, and Motion and Power Technologies business units*
- *Contributed as a core team member towards Capability Maturity Model, CMMI-DEV v1.3 towards software development, testing and maintenance projects*
- *Responsible as a steering committee member for the People Capability Maturity Model (PCMMI) implementation*

Communication Manager, Invensys, Hyderabad, India (2005- 2006)

(Invensys is a global technology company with a focus on industrial automation)

- Assuaged Indian market sentiments by timely *press releases and media coverage* during business units restructuring
- Implemented a successful *change management process* addressing a leadership crisis

Senior Technical Writer, Bann, Hyderabad, India (2003- 2005)

(Baan, ERP solutions)

- Configured a strategic communication plan to facilitate a *merger and acquisition (M&A)* with Invensys
- Managed a *documentation team* for creating user documents, online help and marketing collateral's

Freelance Research Writer, IDC Technologies, Perth, Australia (2001-2003)

(IDC Technologies specialises in engineering and project management training courses)

- *Authored* papers on employee engagement, business etiquettes, marketing and safety
- Created tutorials, lecture notes and assignments for engineering students

Process Engineer, (SPIC), Chennai, India (1989-2001)

(Southern Petrochemicals Industries Corporation with over 3000 employees)

- *Ensured the safety of 50 engineers and plant assets worth more than one million USD* by executing a crisis communication plan in Oswal Fertilizers & Chemicals, Orissa
- Contributed towards *ISO -9001 certification* toward Engineering, Procurement, and Construction (EPC) consultancy services

Educational Qualification

- MA, Journalism & Mass Communication, 2010, The Global Open University
 - MBA, Information Technology, 2008, Sikkim Manipal University
 - PG Diploma in Journalism and Mass Communication, 2006, Madurai Kamaraj University
 - Diploma in Industrial Safety, 2001, Annamalai University
 - Bachelor of Technology (Chemical Engg), 1987, Coimbatore Institute of Technology
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Certification

- Project Management Professional (PMP),2005, PMI, USA
 - Technical Writing for Hi-Tech Industries, Simon Fraser University, Canada
 - Six Sigma Green Belt Professional,2006, Six Sigma Study
 - Introduction to People CMM version 2.0, 2007
 - Simplified English Certification, 2011, Tedopres International
 - National English Language Testing Services (NELTS), CIEFL, Hyderabad
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Training

- The 7 Habits of Highly Effective People, 2013, FranklinCovey, India
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Technology

- Microsoft Office, Adobe Acrobat Suite, Adobe Photoshop, Snag IT, Electronic Document Management System, Web Content Management, MS SharePoint and Digital Signage
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