

## Harbinder Singh Narula

R-707, New Rajinder Nagar,  
New Delhi – 110060. India.

Tel.: (Mobile) +91-9910773666, (Home) +91-11-43709135

E-mail: harbinder narula@gmail.com

### PROFESSIONAL SUMMARY

Harbinder is a **Post Graduate in Marketing** qualified with over **13 years of industry experience** and measurable achievements in **Business Development and Content** through concentrations in **Internet & Mobile Value Added services** arena. He is reputed to move easily from vision & strategy to front line execution and has a strong acumen in incubating new business, strategic planning, and partner development programs apart from managing cross functional teams. With strong exposure to companies in Start Up / Growth / Maturity phase, he has developed skills in management, negotiation, communication, leadership which have helped him in contributing to corporate goals and deliver outstanding gains within highly competitive markets using proactive & creative approach. Harbinder has actively participated in panel discussions and industry forums.

His areas of expertise can be defined as:

- Strategic & Tactical Planning
- Team building & Leadership
- New Business Development
- Internet and Mobile Content
- International Business Management
- Client / Vendor Relationship

### EDUCATION

- Diploma in Cyber Laws, Amity School of Law, New Delhi
- PGDBM (MBA: Marketing), Institute for Integrated Learning in Management (IILM), Delhi
- Baccalaureate in Commerce, Delhi College of Arts & Commerce, Delhi University
- All India Senior Secondary Certificate Examination, St. Columba's School, New Delhi

### PROFESSIONAL TRAININGS

- Marketing & Sales Promotion Techniques; PHDCCI & Kondrad Adenuer Association, Germany
- Certificate in UNIX and C++ programming from National Institute of Information Technology.
- Attended various Employee Development Programs organized by Data Access India Limited on Business Communication, Time Management and Managerial Effectiveness.

### CAREER GRAPH

- **Aryty India** Apr'08 - current  
Vice President – India & Middle East
- **Google Inc.** Jan '06 – Mar '08  
Strategic Partner Development Manager (Head of Content Partnerships)
- **Times Internet Limited** (Times of India Group Company) Jan '05 – Dec '05  
Head - Voice Business
- **Data Access India Limited** (*SPA Group company*) May '00 – Dec '04  
Deputy General Manager - Carrier Business (ILD)  
Senior Manager – Content Alliances
- **Stracon India Limited** (*SPA Group Company*) Mar '99 – Apr '00  
Deputy Manager - Marketing Operations
- **Padmini Multimedia Limited** Jul '96 – Feb '99  
Assistant Product Manager - Compact Discs

## HIGHLIGHTS OF PROFESSIONAL EXPERIENCE

### *Aryty India (wholly owned subsidiary of Gorilla Mobile, USA)*

Apr '08 – Current

Vice President – India & Middle East

Aryty India is a wholly owned subsidiary of Gorilla Mobile Inc., USA which has been set up to establish its Recharge from Overseas & Airtime gifting business in this region under its brand name “Aryty”.

My key responsibility is to establish Aryty’s operations in India and establish commercial relationships with all Indian mobile operators. Objective is to start the “Recharge from Overseas” business with them and then establish a profit centre unit in the Middle East. I am also helping the company establish India as a cost centre shifting some of the activities from US to India during the current economic slowdown so that we can better manage costs. I am also assisting the company in attracting another round of funding important for scaling up the operations worldwide. We were awarded the BSNL tender and have business relationships with mobile operators and service providers.

### *Google India*

Jan '06 till Mar '08

Strategic Partner Development Manager, India (Head of Content Partnerships)

Google is an American public corporation, earning revenue from advertising related to its Internet search, e-mail, online mapping, office productivity, social networking, and video sharing services as well as selling advertising-free versions of the same technologies. Google has business support unit, an R&D Centre and Sales Operations in India.

I was the first Business Development hire for Google India and was responsible for all content partnerships along with an additional responsibility of managing Mobile partnerships for a year till we had a full time SPD Manager position filled. My work entailed:

*Content Partnerships:* I was responsible for all business development and alliances related to Content from India. The objective was localization which is a key to success for any international company. I was involved in localization and / or local launches for Google Locals, Maps, Orkut, News (Atlantis), Cricket and YouTube. My roles entailed identifying the right partners and then negotiate & contract with them. My achievements in this role was successful launch of Cricket gadget, signing up a partner for Google SMS business, signing up Yellow page companies as partners for Google Locals and partnerships with the largest bollywood companies for YouTube. I used to represent Google on the Entertainment Chapter at the Confederation of Indian Industries (CII) during my tenure there.

*Mobile:* Responsible for driving the mobile SMS strategy for Google in India and drive partnerships for its successful implementation. Had identified and contracted with the SMS gateway service provider and reserved short codes with all the leading mobile operators in India. This was in close coordination with the Product and Engineering teams of Google in India and Americas.

### *Times Internet Services (aka Indiatimes), Times of India Group company.*

Jan '05 - Dec '05

Head of Voice Business

Times Internet Ltd., manages the new media initiatives for the group including Internet and Telecom products. The telecom division runs Value Added Services on the network of telecom service providers (mobile & fixed line).

I was the business head for the Indiatimes Voice Portal responsible for the Market demand and Potential estimation, Creating and Implementing Marketing Plans, Product Management, Revenue Generation, Positioning and achieving targets from the business. I was responsible for telecom operator alliances and manage a team of Content Developers, Technical Integrators and Key Account Managers across the national footprint.

Helped create Indiatimes Voice as a separate profit centre and launched marketing initiatives to create a positive perception of the product in the market which also increased the business by 130%.

**Data Access India Limited (SPA group company)**

May '00 – Dec '04

Deputy General Manager – Carrier Business (International Long Distance)  
Senior Manager – Content Alliances

Data Access was India's first ILD private operator in joint venture with PCC - HKT. It captured 30% of India's international voice market with subsidiaries in USA and UK. It achieved consolidated revenue of USD 150M and PBT of USD 10M. The company ownership & management was transferred to a financial investor in July 2004. The company initially was set up as an Internet Service provider.

I joined the company as Sr. Manager for Content Alliances where I managed a team responsible for Content Aggregation for the company's web portal and was instrumental in developing and managing relationships with vendors in both content business and technology side which included News agencies, Independent writers from TV and print. Responsibilities included for maintaining corporate communications among business development, technology, content teams and regulatory bodies like IPRS and IMI. I was entrusted with additional responsibility for marketing contracts for NOW ISP. Identified new & differentiated use of Flash technology (appropriate at that time) which helped the company create a USP and a differentiator in the Indian market.

When the company moved into starting new business in the ILD space, I was transferred to the new business where I was responsible for Business Development and Key Account Management for the company's inbound voice call termination business, which included, structuring business plans after studying market opportunities. Job entailed strategizing innovative deals & pricing; Negotiating and Contracting inter-connect agreements with client organizations. I managed clients like British telecom, AT&T, Belgacom, France Telecom, Teleglobe and Telecom Italia. I was responsible for the Pre-Paid deal that British telecom signed with Data Access which gave the company committed revenues and business each month. My client set was responsible for USD 6 million of revenue each month.

**Stracon India Limited (SPA Group Co.)**

Mar '99 – Apr '00

Deputy Manager – Marketing Operations

Stracon was a company promoted by the partners Stracon was in the business of acquisition of rights for live broadcast of sports on Indian terrestrial network television.

I was responsible for scheduling TV Commercials in close coordination with the advertising agencies, media buying houses and key clients. I also strategized the complete supply chain from booking to final airing of the commercial during live telecast. I managed scheduling for various cricketing events including Pepsi Triangular Series and Sharjah Cup

I was involved in conceptualization of software to manage the scheduling operations which reduced the scheduling time by 75%.

**Padmini Multimedia Limited**

Jul '96 till Feb '99

Assistant Product Manager – Compact Discs

Padmini Multimedia Ltd., was India's first integrated multimedia set up which included multimedia development studio, CD manufacturing facility a well-developed distribution network. The company was involved in acquiring licenses for marketing multimedia titles and worked with multimedia majors like Walnut Creek, Virgin Interactive, and DDD etc.

I was assisting the General Manager CD division in sourcing multimedia CD ROM titles for the Indian marketplace which also included identifying & initiating deals with International Publishers I was the youngest member included in the CMD secretariat for international business, within 6 months of joining.

As the Product Manager, I was also responsible for creating USP for each CD ROM title imported for distribution in India to suit the Indian market. Responsibilities included coordination with Advertising and PR agencies. I also managed the ongoing PR activity linked to the launch of new titles which included coordinating with the media for publishing the product reviews.

## ACHIEVEMENTS AT WORK

- Started the Indian office for Aryty in India including all logistics and statutory requirements.
- Instrumental in the winning bid at BSNL for Aryty's operations and also signing up with Tata Teleservices. Established working relationships with all major mobile operators in India.
- Instrumental in influencing Google to start access of Google Video in India which was earlier blocked from Indian IPs. This became a well accepted product among Google offering which helped in launching YouTube in India. Signed prestigious deals with the top Bollywood & Music companies and TV channels like Yash Raj Films, Rajshri Media, Music Today, NDTV, India TV, Lehren among many others.
- Strategize Google's Mobile SMS strategy for India and reserved the SMS short code for Google among all leading Mobile Operators in India. Identified, Negotiated and Contracted with the SMS gateway provider for Google in India.
- Identified, Negotiated and Contracted with Content Partner for Google Maps and Locals, Bollywood One Box and Cricket One Box.
- Set-up Indiatimes Voice Business as a separate profit centre. Increased average pulses per day on Indiatimes Voice portal by 130%. Strategized differentiated content that increased business by 71%.
- Opened up new markets like Bangladesh and Ukraine for Data Access ILD business. Also Managed key accounts like AT&T, BT, France Telecom, Telecom Italia, Belgacom and Teleglobe which contributed USD 6 million of top line per month for India inbound call landing.
- Managed content aggregation in a manner that NOW (Network of the World) India portal was the lowest cost portal of its kind in India
- At Stracon, I was responsible for conceptualizing software that reduced the scheduling time by over 75%.
- At Padmini Multimedia, was a part of the 3 member team that set up its US marketing operations. Traveled extensively to sign marketing deals in UK, Middle East and Africa.
- Responsible for bagging a major order from the Ministry of Tourism for a CD ROM on India for Padmini Multimedia.

## AFFILIATIONS & DECLARATIONS

- [Member on the Board of Directors, Mansai Media Services Pvt. Ltd.](#)  
Mansai Media Services in a New Media company which is developing a Health & Wellness website and provides web services for the healthcare industry. This company is a start up by my wife and I help her by advising her basis my industry knowledge. I do not draw any remuneration from this company.
- [Member on the Board of Governors, Institute for Integrated Learning in Management \(IILM\)](#)  
IILM is an educational institution providing Graduate & Post Graduate education in India. It runs an accredited premier Management programme.
- [Member, Chelmsford Club, New Delhi](#)  
Chelmsford Club is one of the premier social clubs in New Delhi with affiliations with many such social clubs in India and abroad.
- [Member, Press Club of India, New Delhi](#)  
Press Club of India is a premier institution for the members of the Indian Media. This club is frequented by some of the best known journalists in India.

## PERSONAL DETAILS

**Date of birth:** 20<sup>th</sup> December 1973  
**Marital Status:** Married to a Dental Surgeon having her own practice and an Online Healthcare Start up