

DEBASHISH (DEV) SAMADDAR

1889 W Queen Creek Road #2121 • Chandler • AZ • 85248 • 857-231-1219 (cell) • d.samaddar@gmail.com

Technology and business strategist with a unique combination of demonstrated skills and achievements in IT, marketing, business development, and finance. Proven abilities in **problem solving, team building, client acquisition, negotiating, conflict resolution and influencing without authority. Strong expertise in the areas of Internet applications, marketing communications, marketing using online and new media.**

PROFESSIONAL EXPERIENCE

Consultant, Chandler, AZ • October 2007 – March 2008

Develop marketing initiatives and launch strategy for early stage ventures in pre-launch period.

Developed online marketing collateral and devised marketing strategy for web-based application service provider catering to medical professionals. Identified potential clients.

Brainstormed with founders and **developed several marketing and launch strategies, including viral marketing and other forms of stealth marketing**, for early stage venture in the social and professional networking area.

US AIRWAYS, Tempe, AZ • 2005 - 2007

Senior Analyst (Fleet & Labor)

Led the development and delivery of turn-key projects in post merger airline in the areas of fleet management and labor negotiation. **Regularly presented to President, CFO, Treasurer, VP of Finance**, aircraft vendors, regional carriers and maintenance partners. Key projects:

Created unified 5-year fleet plan for merged airline

Modeled \$10.7 billion fleet purchase analysis using Excel, SQL and Access

Saved the company \$2.4 million annually by suggesting HR and Purchasing process changes

Modeled labor contracts using Excel, SQL and Access

ARNOLD WORLDWIDE, Boston, MA • Sep 2004 - Jan 2005 (Babson Consulting Program)

Consultant on marketing / advertising strategies for their client Royal Caribbean

Conducted market research correlating early adopters of technology and adventure lovers

Formulated marketing and advertising strategies based on correlation to attract and retain adventure loving customers

SCHOONER CAPITAL LLC, Boston, MA • Summer 2004 (Babson Summer Internship)

Financial Analyst (Intern)

M&A analysis of medical device company by private equity firm.

SAINT-GOBAIN ABRASIVES (SGA), Worcester, MA • Oct 2003 - Apr 2004 (Babson Consulting Program)

Consultant on competitive brand positioning against foreign competitors

Conducted research on strategic positioning of SGA and their Japanese competitor

Formulated marketing and positioning strategies based on above research to enhance and improve SGA's brand positioning in the glass and abrasives market.

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ALUMNUS SOFTWARE LIMITED, Calcutta, India • 2003

Senior Marketing Manager

Spearheaded marketing negotiations leading to new client acquisition within six months: NEC Japan and Vodafone. **Led the project team with project manager to develop the company's first product** for mobile communications businesses.

The product was a real time system **testing platform for cellular companies** to test network traffic and performance for multimedia messaging. Product details available at <http://www.alumnux.com/rite0030.php>

Brainstormed and defined product specifications

Designed process architecture for development of the product and road map for the software going forward

Wrote the user guide / help for first product of the company

Created technical marketing collateral for Japanese clients

CORONA COMPUTING, Calcutta, India • 2001-2002

Founder

Started a high-tech innovative venture to build cluster supercomputers and supercomputing applications.

Built startup team comprising experts in the technical and business arena and built cluster prototype achieving over 3 Gigaflops computing speed

Wrote the business plan overseeing diverse areas such as technology, sales & marketing, operations, finance and investment analysis. Generated interest in the cluster concept from two potential clients and one early stage investor

Startup venture failed due to inability to raise money in a timely fashion.

EARTHBASE TECHNOLOGIES/THEMATECH, Calcutta, India • 1999-2001

Software Engineer

Oversaw the development and implementation of Web-based software application for a health care provider in a startup environment. **Rose to project lead role in a team of twenty**, overseeing development in diverse areas. Product launched and in operation at major hospital in Calcutta, India.

Implemented SEI CMM software quality control processes reducing over 50% error recurrences.

Supervised rollout of application at client locations

Invented a patentable new software sub-application involving Java/Web technologies

TATA CONSULTANCY SERVICES, Calcutta, India • 1998-1999

Assistant Systems Engineer

Team member in a development team researching application delivery over the Internet in pre .NET era.

EDUCATION

MASTER OF BUSINESS ADMINISTRATION • BABSON COLLEGE, WELLESLEY, MA • 2003-2005

Consistently ranked on top of the list for innovation and entrepreneurship by *U.S. News & World Report*, *BusinessWeek*, and *Financial Times*.

BACHELOR OF TECHNOLOGY • INDIAN INSTITUTE OF TECHNOLOGY • 1994-1998

Elite Technology and Engineering school in India ranking among top engineering schools worldwide.