

Razia Sultana

Managing Director at Brainchild Business Solutions Pvt. Ltd.Asia

razia@brainchildbs.com

Summary

20-year design and creative career spanning web, multimedia and print for some of the world's leading brands. Talent for building supportive environments that bring out the best in creative professionals. Blends innovation with practicality and a unswerving focus on business results. Led teams of 250+ on many multimillion dollar campaigns and projects. Holds multiple certifications including Certified Usability Analyst by Human Factors International.

Successes include spearheading re-branding for global businesses that has driven a 27% increase in revenue year over year .

Successfully mentored the team who redesigned User Experience for a leading global web based payment company. This led to improve sales and revenue for the company more than double the projection.

Successfully led marketing teams that redesigned and integrated the diversified marketing systems for global web based payment company. This led to optimizing of marketing efforts and getting more value for the same budget.

Experience

Managing Director at Brainchild Business Solutions Pvt. Ltd.

January 2013 - Present (10 months)

Rich experience and knowledge in providing business solutions that leverage latest technological advancement in the field of Marketing and Public relations. Provide solutions for clients to build and enhance their brand value and get more customers thus ensuring more revenue and profit for them.

Responsible for Brand development, Marketing & PR needs, Web site traffic growth, Web site UI and Internet advertising , brand strategy and statistics systems.Comprehensive communication management for our clients.

Responsible for the day-to day running of the business with a particular emphasis on sales and business development. Making sure that the business continues to grow by way of developing new clients whilst maintaining its existing customer base. Identifying, developing and directing the implementation of business strategy.Cultivating the companies reputation in the market & with customers & suppliers, Involved in planning & organising the organisation's activities to achieve targets. Responsible for the Profit & Loss responsibility for the business. In charge of leading, motivating and developing the management team.Liaising with officials of government departments and regulatory bodies. Managing multi - disciplined

teams and resolving any conflicting priorities. Developing business plans and preparing comprehensive business reports. Reviewing, refining and developing the strategy and direction of the company. Building client relationships that result in revenue and profitability growth. Responsible for the companies health and safety and legislative adherence. Creating and maintaining links with other trade and professional associations.

Keeping control of business expenditure, ensuring it's within agreed budgets. Strong leaderships skills in board governance, new business development. Comprehensive understanding of financial management principles. Entrepreneurial with commercial acumen and excellent management skills. A result oriented motivated team player.

Managing Director at Brainchild Business Solutions Pvt. Ltd.

March 2011 - Present (2 years 8 months)

Rich experience and knowledge in providing business solutions that leverage latest technological advancement in the field of Media and advertising. Provide solutions for buyers and sellers of OOH advertising space across media types.

We execute pan-India outdoor advt. campaigns with our OOH displays in over 850 Indian cities and towns. Customer can pick and choose from the displays from our proprietary software OOHCRM.net. OOH CRM enables us to execute the campaign with much ease and far from any complexity, it provides full accountability and proof of display up to the satisfaction of the customer.

Some of the media formats we deal in are Billboards, Cinema theaters, IT Parks,Airports, Shopping malls, Street furniture, Transit ads and more. Focused on helping brands and their agencies plan and execute successful OOH campaigns that drive sales.

We have created a network of every movie theater in the South India that offers advertising or promotional opportunities. We can provide a comprehensive list of all available movie theaters in any zip code, for media plans. We handle media planning, buying, creative....the entire campaign from start to finish. We have worked with clients such as: Census of India for 2011 census, Daikin,Global Hospitals, CRY and many more.

Specialties

Consulting, Planning, Buying and Executing Outdoor Advertising campaigns. Outdoor Media Management Software Solutions

Senior Product Development Manager at PayPal - an eBay company

January 2008 - March 2011 (3 years 3 months)

In 2008 started focusing on end to end Consumer Experience and was responsible for Consumer Products and Customer Experience, Marketing,Incentives,Notification and User Domain.

As part of this responsibility I was responsible for Product development from Requirement to Live To Site. This gave me an opportunity to manage complete experience for customers. During this period I was responsible for many initiatives to improve customer experience. Some of them were bringing live to site

issues to single digit number and sustaining that and improving the response time of our websites significantly. I was responsible for leading large cross functional teams for this initiative.

As part of improving customer experience, I conducted a Consumer summit in India for the first time where the issues faced by consumer was deliberated at length.

This event was well attended by different stakeholders from across the globe.

6 recommendations available upon request

Senior Web Development & UED Manager at PayPal

August 2005 - November 2009 (4 years 4 months)

Started a team of 10 Web Developers in October 2005 which grew to 150+ in 4 years. During this period I was responsible for implementation of best Website implementation of Paypal Site which included monitoring the site speed and best User Experience.

My responsibilities included hiring the best talent suitable for job from across India. This required traveling all over India to select the best talent.

My next step was to devise the best training program which included business knowledge of Paypal domain. Our focus was always the customer's experience of Paypal.

We arranged for several technical and business knowledge training from industry expert to keep nurturing the talent. During this period there were many best practices implemented and shared across the globe which quickly recognized the team to be most effective in short span of time.

My next step was to start a team of 8 User Experience Design which grew to 50+ in 3 years. As part of this responsibility I applied the best methods of learning and sharing across the industry which included in-house training from Human Factors Internationals. Team was responsible for Best User Experience Design for PayPal and won many accolades.

1 recommendation available upon request

Senior Manager at COVANSYS, A CSC COMPANY

2000 - 2005 (5 years)

Responsible for account handling of clients like Guardian Life, Citibank Mutual Funds and Paypal. I was responsible for end to end project estimation, planning, delivery, resource management, client relationship etc.

I was also assigned the responsibility of Innovation Chief for coming up with innovative ideas for our organization to take up. I was completely responsible for delivering high pressure projects for Citibank Mutual Fund to be rolled out in 20 countries. As part of this responsibility I dealt with different country heads worked on integration with different banks and rolled out the products in country specific language.

During this period I focussed on hiring the best talent and motivating them to get best results. During this period I created and implemented several best practices and sustained it. This resulted in productivity improvements and better service to our clients.

I was also responsible to spearhead and create process documents and champion for ISO and CMM

accreditation and multiple recertifications..

Development Manager at CSC

January 1999 - August 2000 (1 year 8 months)

Was responsible for design , development , implementation and maintenance of various modules of Policy Management Systems, Norway.

I was also assigned the responsibility of Innovation Chief for coming up with innovative ideas for our organization to take up

Team Lead at TATA STEEL

1994 - 1998 (4 years)

Designed , developed and implemented CRM system for auto billing of bills raised by suppliers of Tata Steel after validating with Purchase order and goods receipt note. This was a prestigious two years project which helped the company in reducing human work and error.

Systems Trainee at ITS, TATA STEEL

August 1992 - August 1994 (2 years 1 month)

Joined as Systems Trainee, my first job where I had the first taste of corporate environment. Most memorable experiences are of adventure trip to Uttar Kashi and various industrial tours of mines and different offices of TATA STEEL.

Honors and Awards

Branch Topper

NIT Jamshedpur

August 1992

Came 1ST in overall 4 years of Engineering in NIT , Jamshedpur

Courses

St Margaret school ranchi

Till 5th Standard

St. Anita Girls High School till 10th Standard

Senior Manager

COVANSYS, A CSC COMPANY

CMM Certification

CMM

PMP Certification

PMI, USA

Development Manager
CSC

ISO 9000 Certification
Licentiate

ISO
General Insurance

Independent Coursework

Intermediate

Ranchi Women's College

Bachelor of Engineering

NIT , Jamshedpur

Marketing for Professionals

IIM, Indore

Skills & Expertise

Product Management

(Expert, 15 years experience)

Negotiation

(Advanced, 10 years experience)

Strategic Planning

(Advanced, 10 years experience)

Product Development

(Expert, 15 years experience)

E-commerce

(Advanced, 15 years experience)

Software Project Management

(Expert, 18 years experience)

Management

(15 years experience)

Advertising

(Intermediate, 3 years experience)

Marketing

(Advanced, 10 years experience)

Competitive Analysis

(Advanced, 10 years experience)

Business Development

CRM

Project Planning

Market Research

User Experience

Team Management

Agile Methodologies

Leadership

Business Intelligence

Vendor Management

Team Building

Analytics

Strategy

Entrepreneurship

Cross-functional Team Leadership

**Online Advertising
Integrated Marketing
Brand Development**

Education

Ranchi University

Bachelor of Technology (B.Tech.), R.I.T. Jamshedpur, 1988 - 1992

St Margaret school ranchi

Interests

Outdoor advertising, Adventurous Sports, Gardening

Razia Sultana

Managing Director at Brainchild Business Solutions Pvt. Ltd.Asia

razia@brainchildbs.com



7 people have recommended Razia

"I worked closely with Razia for over 4 years, while setting up our offshore Design team in Chennai, India. Her leadership skills and commitment to success of the team is commendable. She is approachable and has a very good understanding of building teams from scratch and sustaining them for success. Her no nonsense attitude and people centric management style is what sets her apart."

— **Anjali Desai**, *Sr. Visual Design Manager, Global Experience, PayPal*, worked directly with Razia at PayPal - an eBay company

"For nearly 4 years, Razia was my parter for our India based teams. She bolstered PayPal's efforts in web development, design and engineering by building out highly operational teams in India. Aside from these teams, she has taken on several company wide initiatives, one that specifically comes to mind was organizing the APAC customer summit in Chennai. She developed an excellent understanding of the needs of PayPal's end users. Another significant program that added tremendous value to PayPal was the site speed initiative about 3 years back. Her team was able to refactor several 1000's of web pages using new optimized components. I can keep going on about her accomplishments but I'll stop. She is direct, effective and extremely competent. Please reach out if you need a referral."

— **Ahu Chhapgar**, *Senior Manager, Marketing Technology & Engineering, Web Development, User Experience & Design, PayPal (eBay)*, worked directly with Razia at PayPal - an eBay company

"I had the pleasure of working with Razia when she managed the Consumer development team at PayPal. Razia built a strong team that bridged over time and distance barriers to deliver best quality products. I'd welcome the opportunity to work with Razia again in the future."

— **Tal Friedman**, *Senior Engineering Manager, PayPal (an eBay company)*, worked with Razia at PayPal - an eBay company

"I worked closely with Razia for a couple of years. Its doubtless that she is an excellent leader providing opportunities for all those worked with her, irrespective of the functional areas, during a couple of initiatives we worked together. She was always meticulous in following up with the progress of the activities so that no one would go off on a tangent from the main stream. She understands the importance of each and everyone and always delegated correct people for correct tasks for maximum returns. Needless to say both initiatives were successful. Moreover she never hesitated to recognize and reward those who delivered beyond the call of duty. It was a learning curve for me throughout the stint we worked together."

— **Chandrasekar Kalyanaraman**, *Manager, Paypal*, worked indirectly for Razia at PayPal - an eBay company

"It was great pleasure to work under Razia. She is straight forward and very strong in decision making and never hesitates to take challenges. During my entire tenure while reporting to her, i just concentrated on my work and she took care of my career for me. A very good manager and a mentor who always try to bring out the top talent within us and help us to grow to next level."

— **Abirami Padmanabhan**, *PMP, Development Manager at PayPal, PayPal India Pvt Ltd*, reported to Razia at PayPal - an eBay company

"Razia was one of our key leaders in delivering major product functionality out of our India Development Center. I found her to be resourceful, extremely effective and a great manager of people and projects. She has the ability to gain the respect of her peers, superiors and subordinates and deliver against the strategic objectives of the company and meet her expectations. I would not hesitate recommending Razia to any organizations needing bold and effective management."

— **Bahman Koohestani**, *VP PD, PayPal*, managed Razia indirectly at PayPal - an eBay company

"From day one of meeting Razia I knew what an amazing person she was, and that is why we hired her at PayPal to be the managing director of Web development in our India Development Center. She helped us select an excellent team of developers, who under her leadership and management turned out to be dedicated, efficient, quality driven, and just full of positive energy, and as a matter of fact this team bonded so well that we all became like family. I was always able to count on Razia delivering on-time if she said that something was possible, and although I know her and the team always went above and beyond to make something happen, I could always count on her to challenge me if in fact something was not possible, and I appreciate this. All I can say is that I truly hope that our paths will meet again, because I miss working with her. I learned so much from Razia, and I will never forget her. I give her the best recommendation possible!"

— **eric normant**, *Manager, Web Development, India Development Center, PayPal*, worked directly with Razia at PayPal

[Contact Razia on LinkedIn](#)