

ManRaj Khuman – Resume

Career Profile

Over 10 years of senior new media, mobile and broadband experience covering financial and operational management, sales, business development and strategy formulation.

Currently leading sales and marketing for Telstra New Media, responsible for driving growth in the online, mobile and IPTV businesses

Head of Commercial Operations for Telstra BigPond delivering 20% CAGR for 6 years, increasing market share by 13% points and growing subscribers from 200K to 3M in 6 years.

Strong pedigree in strategy, corporate development, partnering, and business development – began career working for the Boston Consulting Group. Telstra strategy included business casing to support board investment in broadband, online and mobile content and a full IT transformation.

Passionate about making a different and developing value, just spent 9 months in East Africa providing strategic and business development expertise to improve income of 15,000 tea farmers

Free lance journalist and chief editor for an award winning student newspaper. Prior to joining corporate enterprises, owned and managed small businesses including a family restaurant, a fashion company and direct sales call centre.

Roles

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| 1. GM, Sales and Marketing, Telstra Media | (< 1 year, 2009 – current) |
| 2. International Development Consultant, East Africa | (1 year, 2008 –2009) |
| 3. Head of Commercial Operations, Telstra BigPond | (3 years, 2005 –2008) |
| 4. GM, Strategy, Telstra BigPond | (1.5 years, 2004 – 2005) |
| 5. Business Dev. Manager, Ecommerce and Content, Telstra | (2.5 years, 2001 –2004) |
| 6. Associate Consultant, The Boston Consulting Group | (2 years 1999 –2001) |
| 7. Freelance Journalist and Entrepreneur | (4.5 yrs, 1994 – 1999) |

Areas of expertise

Industry

- ❖ Media – Online, Mobile, IPTV, Convergence, Rich Media and Online Advertising
- ❖ Telecommunications – Broadband, IT, Online, Voice, Data, Mobility
- ❖ Financial Services – Ecommerce, Payments, Retail Banking (home loan origination and SME)
- ❖ Professional Services – Management Consulting, International Development
- ❖ Primary Industry – Agriculture, Tea, Coffee

Functions

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| ❖ Team Leadership and HR | ❖ Financial management – revenue, ebit and cashflow |
| ❖ Strategy formulation and communication | ❖ Forecasting – revenue, cost, market share |
| ❖ Investor relations and board reporting | ❖ Commercialisation of new media content (sales & advertising; online & mobile) |
| ❖ Business development and commercial management (vendor/partner/deal) | ❖ IT project management |
| ❖ Sales and Channel Marketing | ❖ Product development and Pricing Strategy |
| ❖ Direct Marketing – CRM, SEM & EDM & Local | |

Community Involvement

- Member of the Australian American Leadership Dialogue (YLD Stream)
- Executive Director Young Business Forum (Jan 2007 – May 2008)
- Member of the Asia Australia Institute (Jan 1998 – Aug 2001)

Education

Bachelor of Commerce (Finance and Business Economics) University of New South Wales

- Graduated with Merit, awarded R.C. Olson Prize for first place in Applied Corporate Finance
- Awarded Sydney School of Arts Scholarship (1994 – 1996)
- Awarded economic distinction award for placing in top 15 out of 1000
- Top placed student in first year sociology
- Chief Editor of Tharunka (Student Newspaper), Awarded Best Student Newspaper (NSW)
- Student Guild Councillor representing two faculties

Sydney Grammar School 1988 - 1993

- Higher School Certificate (Placed in the top 2.5% of the State)

Languages

- English, Hindi and Punjabi

Personal Interests

- *Adventure*: Traveled through 17 countries in four continents in 2009; Climbed Mt. Kilimanjaro, Africa's highest mountain and learnt to Scuba Dive in 2008; Sailed to New Zealand in 2006
- *Health and Fitness*: Play competitive squash and enjoy swimming, running, boxing and tennis

Most Frivolous Accolades

- Acclaimed as a leading star of 21st century publishing by Richard Neville, founder of Oz magazine