**SYED**

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| E-MAIL syed.382891@2freemail.com  |

**Current Roles:**

* Product Marketing & Biz Dev Consultant to Video Content startup in San Francisco(MEDIAMELON).

Content portfolio: [www.mediamelon.com](http://www.mediamelon.com)Twitter: <https://twitter.com/mediamelon>

* Business Consultant premium Hollywood OTT TV content service expansion (STARZPLAY).
* Advisor on Content OTT Content Search Engine Startup in Asia(ADVOTT).
* Consultant Blockchain (ongoing projects: Renewable Energy and Financial Services)

**Previous Roles:**

* Head of Content, Digital Entertainment: content strategy, acquisition, partnerships, and content ventures, for multi-screen live TV and VOD at Ooredoo Group.
* 10 Years in Telco Services / TV Product Management, Pricing Strategy & Product Marketing.
* Founding member Telecom Media House and Head of Content for 17 Countries.
* Project Head:
	+ Exclusive Content Investments and Partnerships.
	+ Media House Strategy: Structure, Services, Product, Pricing.
	+ Content and CPE Strategy: Services, Product, Pricing.
	+ Cloud based Telco Entertainment Services /IPTV Middleware enhancement and Headend

[ Design & Architecture of the end to end service, Features, Business Rules, Service Delivery, Rollout and Customer Journey]

* + Qatar Telecom Broadband Strategy and Rollout.
* Plus 10 more years of Product/Project Management in the IPTV/Telco Industry.

**SPECIALTY**

* Web and Multiscreen TV ContentBlockchain/Fintech Consulting [ Strategy/Biz Modeling/Software Architecture]
* Multiscreen Cloud based Telco OTT TV Strategy, Partnerships, Content Acquisition &Propositions, Bundling, Product Management and Marketing.

**SKILLS**

* Fintech, Strategic Partnerships, Product Management/Marketing,Business Development,Service Delivery, Customer Experience and Operations.
* Software Architecture, OTT / IPTV Headend, Middleware, Video Servers, VOD & Live TV, DRM/Encryption, Devices, Multiscreen Apps.

**EDUCATION**

* Bachelor's in Electrical Engineering, 1984.
* Telecom Mini MBA – Informa Telecom 2014.
* MIT Fintech Certificate – 2017

**US Citizen**

# EXPERIENCE

**Contract Position**

**Blockchain Applications as a Service – Consultant. San Francisco, Since Nov 2016 (Stealth mode Startup).**

Focus: Business Partnerships, Systems Architecture, Products, Marketing

Achievements: Renewable Energy & Financial Inclusion services.

**Business Consultant, Premium OTT TV Service since Sept 2017**

Product Marketing

Product Partnership and

Business Development. For the launch of the Premium multiscreen OTT TV service in Asia, Africa and Eastern Europe.

Achievements: Ongoing Business, Product & Service Partnerships with major Telecom operators in Asia.

 **Product Marketing & Strategic Partnership’s, MediaMelon, San Francisco**

 **Since May 2017.**

**Product Marketing:**

* Manage & produce content for company website, social media presence, marketing campaigns, product collaterals, white papers and press release.

 **Strategic Partnerships.**

* Develop and manage strategic relations with Telcos & OTT TV services.
* Asist CEO in promoting the company products, services and solutions to the content service provider and telecom industry.

**Achievements**

Revamping content on Company website, marketing collaterals, and social media

Strategic business opportunities with major OTT TV players in MENA

Management of Digital Marketing, Multiple Marketing Campaigns

**Group Senior Manager, Head of Content**

Digital Entertainment, New Business, Ooredoo Group, HQ, Doha, Qatar and other offices in Middle East and Asia.

November 2013 – June 30, 2016

**Achievements**

 **Launch of new TV services**

Service Strategy: Product, Pricing, Content Proposition, Business Rules, Content Acquisition, Distribution Network &Service Delivery, Rollout and Customer Journey.

1. StarzPlay OTT TV service, product and pricing strategy and launch on Ooredoo TV a multiscreen OTT TV service by Ooredoo Oman, and Ooredoo Tunisia.
2. Multiscreen TV product and pricing strategy for Ooredoo Indonesia.

**Commercial Traction and Impact:**

Ooredoo Qatar, next generation multiscreen TV service, product and pricing / propositions, strategy; manage YoY growth in the existing IPTV linear and On Demand TV business.

**Develop Content Portfolio and Strategic Partnerships:**

1. Content Development – extend, enhance or develop new content relationships on behalf of the Group / Opco's and the quality of the relationships.

 Create Multiscreen OTT Live and On Demand TV Line Up: 200 plus live

 channels with Catch-up and 4000 hours of SVOD content.

1. Internal Partnership with Opco's –build a positive working relationship,

provide content business planning and content business development support and motivate the Opco's to conceive and develop actionable TV propositions.

1. External Strategic Partnership Development & Investment – actively

identify, cultivate & secure strategic content partnership and investment opportunities in the Digital Entertainment space.

Operator Billing agreements and implementation with beIN Sports and StarzPlay OTT TV services.

1. To facilitate the development of the Media Lab by securing and leveraging

strategic content industry relationships and partnerships, for the Media Lab technology / vendor / capability (i.e. content discovery, advertising) showcase.

**Exclusive Partnerships:**

1. Secured Region’s First & Exclusive IPTV and Multiscreen OTT rights for STARZ premium SVOD Service for Qatar, Oman, and Kuwait.
2. Integration of Starzplay OTT TV service with multiple CDN Networks and Ooredoo Access networks.
3. Ooredoo as the only telecom partner with additional first rights of refusal STARZ premium SVOD Service for Tunisia and Algeria.
4. Secured rights for  Exclusive Ramadan thematic Arabic SVOD series for Ooredoo Qatar.
5. Exclusive Partnerships:
6. - JV initiative with beIN Sports, covering Ooredoo Opco territories.
7. - Rotana partnership, for their premium, Pay TV channels, for Ooredoo
8. Opco's.

**Trade shows:**

 Represented Ooredoo Group and Opco's at IBC / TV Connect

MIPCOM / MIPTV / ATF and LA Screenings

**Educational Certificate:**Telecom Mini MBA from Informa 2014

**Head of Content**

Media House, Ooredoo Qatar, HQ Doha, Qatar

October 2011 – October 2013

**Achievements**

The design, development and launch of Multiscreen OTT TV (live and on-demand) services pilot at Ooredoo Qatar.

Overall Content Service Strategy, Acquisition, Distribution, Content Joint Ventures, Product and Pricing Strategy of the content proposition, within the Digital Entertainment business to deliver a profitable new stream of connectivity, content and advertising revenues for Ooredoo Group.

Provide Content services to Operating Companies (Opco's) in Asia and MENA which incorporated

(a) Advisory Service Design – provide information and advice on content line up and relationship portfolio to Opco's for them to act on;

(b) Development and Promotion of New Content Opportunities - Identify and build new relationships with new content providers and then procure and supply commercial terms to the Opco's for them to take up; and

Manage content acquisition for Ooredoo Qatar, and manage existing portfolio 300+ live TV channels, 100+ catch Up TV channels, 3500+ hours of VOD, 300+ Currents on TVOD.

Manage content proposition, bundling, pricing strategy.

Manage IPTV Product, and Service Delivery.

(c) Execution of Carriage Agreements - where mandated by the Opco's, responsibility extends to the Group negotiation, execution, and management of content carriage agreements on their behalf.

Provide Opportunities in TV/Video Space to Opco's. Actively seek out and provide information on products and business in the TV / Video space, evaluate and advise Opco's on possible routes to market.

(d) Deployment of Media Lab – Acquire multiscreen content rights for live and on-demand content.

(e) Secure commercial terms for 2014 FIFA World Cup OTT multiscreen rights from relevant rights holders for Ooredoo Opco's, identify viable route/s for Opco's to take content to market and, subject to suitable requests for and approval of the budget, supporting the Opco launch of the service offering.

**Manager Consumer Multimedia**

Consumer Services, Ooredoo Qatar, HQ Doha, Qatar

2009 – 2011

**Achievements**

TV Product & Service (Live & On Demand):

Strategy & Product Management of the Online entertainment e-Commerce Partners and Portfolio. Pricing strategy of the multi-play service bundle.
Telco TV Product pricing and proposition, new product launches and Marcom campaigns. Telco TV Product service, management
TV service operations

Manage content acquisition for Ooredoo Qatar, and existing portfolio 120+ live TV channels, Launch 3500+ hours of VOD, 300+ Currents on TVOD.

MRD / PRD ownership for current and next generation products.

Marketing Collaterals.

P&L responsibility for the Telco Triple Play Service.
Multi-Vendor Management RFPs: IPTV Middleware Enhancement, IPTV Headend Expansion, Broadband Strategy, Content and CPE Strategy: Complete Ownership end to end.

**Section Head - IPTV**

Consumer Services, Ooredoo Qatar, HQ Doha, Qatar

2008 – 2009

**Achievements**

Triple Play, Product Management, Pricing, Product Marketing, Team Management & Business Dev. And included:

Telco TV Product Management, Product Marketing, Pricing, Marcom campaigns.

Telco TV Business Plan

MRD / PRD for current and next products.

Marketing Collaterals.

P&L responsibility for the Triple Play Service.
Telco TV Customer service and customer journey
Vendor relationship management
Telco TV Operations

**Product Management Specialist**

Wireline Services, Ooredoo Qatar, HQ Doha, Qatar

July 2006 – July 2008

Achievements

Triple Play Product Management/ Pricing, Business Planning and Commercial Rollout of the Triple Play TV services.

Biz Dev & Product Lifecycle of the Qtel Triple Play Product Mozaic TV+.

Content Contract Negotiations, Business Planning & Business Development, Sales Proposals, RFPs, Program Management of Product Schedules, Design and Development. Marketing Collaterals.

MRD / PRD for current and next generation products.

3rd Party contract negotiations. Marketing Collaterals, Product Pricing, Product Roadmap, Cross Functional Product Launch Training.

Working in a cross functional team which includes, Product Marketing, IT, Communications Centers, Call Centers, Sales, Biz Dev, Product Development, and Integration.

*Represented Qtel at Broadband Executive Forum: 2007.*

Product Manager,

**Harris Broadcast Corporation**

December 2004 to June 2006, HQ Burbank, CA, Other Office Mt Laurel NJ, USA

**Achievements**

Included the Product Management, Biz Dev & Product Lifecycle of the ATSC and DVB Digital Broadcast TV product plus the ASI Server. Business Planning & Development, Sales Proposals, Trade Shows, Program Management of Product Schedules, Design and Development.

MRD / PRD for current and next generation products.

3rd Party contract negotiations. Sales Support bulletins, Marketing Collaterals, Product Pricing, Roadmap, and Sales Training.

Working in a cross functional team which includes, Product Marketing, Sales, Biz Dev, and Development.

*Represented Leitch in Trade Show: NAB 2005*

**Multiple Consulting Assignments 2002 - 2004**

**Philips Electronics.**

Aug –Sept’ 2004, San Jose, CA, USA

#### Focus: Streaming Media Set-Top, Project Management

**DVDPlay.,**

May - August 2004, Los Gatos, CA USA

#### Focus: Interactive Kiosk Media Player and Ad-Insertion

**Akstream Inc.,**

Dec 2003 – May 2004, San Francisco, CA USA

Focus: Next Generation Telco TV, Broadcast On-Demand, and Ad-Insertion

**Symphony Media**

July 2003 – Jan 2004, Mountain View, CA, USA

Focus: Next Generation Video Servers

**Microsoft (MSN TV)**

August 2002-February 2003.

Focus: Next Generation MSN TV Service (Client STB Software-Architecture / UX )

 **Multiple Full-Time Positions 1998 to 2002**

**Sr. Product Manager, Middleware**

OpenTV Inc.,

April 2001 - February 2002, Mountain View, CA, USA

**Responsibilities**

Included the TV Middleware Product Lifecycle of the OpenTV Flagship product EN2 plus middleware extensions. Program Management of Product Schedules, and Design and Development. Representing Open TV in Trade Shows.

**Solutions Manager**,

Cisco Systems

May 2000 - March 2001, San Jose, CA, USA

**Responsibilities**

IP Video Services( Multicast Video and VOD ) for ILECS, CLECS, and ITCs, and Cable Operators, and such deliverables as MRD, Biz Case, End to End Solutions Architecture and Implementation, White Papers and Collaterals. Video Server vendor, Middleware and Set-Top Box vendor relationships.

Marketing BootCamp Training: Cisco Systems.

Represented Cisco Systems in Multiple Trade Shows and Industry Events.

 **Director Product Management**

 DIVA (a Menlo Park Sarnoff labs Startup)

 November 1998 - April 2000, Menlo Park, CA, USA

**Responsibilities**

The company second generation VOD Video Server, Product Management, Product Marketing; Product MRD/PRD; Collaterals, Sales Bulletins. Also, involved in creating three new products at DIVA: The MPEG Packet Switch,The DIVA QAM /Mux HFC Distribution Shelf, and the DIVA System Manager (VOD EnablingSuite of SW).

Represented DIVA at Multiple Trades and Industry Events.

Sr. Staff Engineer,

**Sun Microsystems Inc.,**

December 1995 – November 1998

Technical consultant to Marketing / Salesdevelopment. Developing Technical Architecture / Product Requirements / Whitepapers / Sales Training Materials.

 Pre-sales support for corporate sales.

# Courses: Managing at Sun: Sun Certified Training.

**Multiple Full-Time Senior Engineer Positions 1990 to 1998**

 **S**un Microsystems Inc., Palo Alto 1995 - 1998

 Hyundai Electronics America, Digital Video Systems Division, San Jose, CA 1994-1995

 Scientific Atlanta Silicon Valley Inc, 1994

Kaleida Labs Inc, Mountain View, CA 1993 - 1994

Northern Telecom Inc, Senior1990 - 1993

**Trained in the Schlaer Mellor method of OO analysis and design.**

**Trainedin the Kepner Trego method of Problem Solving and Decision Making.**

**EDUCATION**

Bachelor's in Electrical Engineering, NED University of Engg & Technology, Karachi, Pakistan 1984.

Telecom Mini MBA - Informa Telecom, 2014.

MIT Fintech Certificate – Completed March 2017.