



SHIVAKUMAR VALADI

MARKETING STRATEGY CONSULTANT

PROFILE

23+ years of experience in building and executing Marketing, Sales and IT strategies across Manufacturing, IT and Services industries with clients based in India, USA, Japan, Germany and Singapore

Currently a partner in Capricomm Integrated Marketing, providing Marketing Strategy Consulting to Startups, Small and Mid-sized companies

Marketing Mentor & Coach for Startups and Incubation Centers

CONTACT

PHONE:
+91-9769900897

LINKEDIN
www.linkedin.com/in/shivakumarv

EMAIL:
vsskumar@gmail.com

PASSIONS

Education
Mentoring & Coaching
Practical skills development

HOBBIES

Adventure Travel
Reading
Martial Arts

EDUCATION, TRAINING & CERTIFICATIONS

Osmania University 1992 - 1996
BE Mechanical (Production)

International Institute of Business Analysis (IIBA.org)
Certified Business Analyst Professional™

XLRI Jamshedpur 2019-2020
Senior Executive program in Business Transformation Strategies

WORK EXPERIENCE

Capricomm Integrated Marketing Partner
Marketing Strategy Consulting & Workshops for Startups, Small and Mid-sized companies in IT, Manufacturing, Education, EduTech, Healthcare and HealthTech

Capgemini
Nityo InfoTech
Satyam Computers
Innova Solutions
Sierra Atlantic

Senior Manager
Senior Consultant
Project Manager
Lead Consultant
Lead Consultant

Various Roles and responsibilities including CRM Consulting, IT Solution Architecting, Go-to-Market strategies, Project Management and Strategic Bid Management

Athreya Engineering Enterprises / Taras Engineering Services
Partner

Manufacturing and Engineering Design Firm in the business of Carbide Tipped Cutting tools, Wear Part, Defense & Aerospace components. Was managing business growth, operations and client management

TRAINING & WORKSHOPS

- Marketing Strategy Workshop at Atal Incubation Center
- Marketing Mentor Hours, Roundtables at 91 Springboard
- External Faculty for Marketing Strategy at NMIMS School of Design
- Individual 1-on-1 workshops with multiple clients
Training on Business Analysis and CRM Consulting during Corporate employment