

Abhishek Sheetal

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asheetal@ntu.edu.sg • +65.91638921 • abhishek.sheetal (Skype) • www.linkedin.com/in/asheetal
35F Nanyang Ae. • 05-12 • Singapore • 639808

Summary

Creative entrepreneur with over two decades' experience in creating technology based systems, and directing teams that build technology based systems

Professional with extensive experience in deciding organizational strategy and launching innovative products by drawing on years of experience in management and idea development. In-depth knowledge of all aspects of technology systems engineering. Imple-

mented new ideas with crossfunctional international teams, built intra-team relationships, designed communication and operational flow across various technical and non-technical teams, and created a corporate culture focused on maximizing productivity despite large variation in employees' country of location, time zones, religion, and workplace norms. Strong proponent of use of technology and data analysis for workplace operations optimization

Education

Columbia Business School	NEW YORK CITY, USA
Masters in Business Administration (Executive Full Time)	Jan '10 – Jan '12
Focused on Management, Entrepreneurship, and international operations by taking numerous block-week classes in New York, London, Hong Kong, Rio di Janeiro, Berkeley, and Munich	
San Jose State University	SAN JOSE CITY, USA
Masters in Arts (Applied Economics)	'05 – Jan '08
Got research training working with professors, focused on economic externalities	
North Carolina State University	RALEIGH, USA
Masters in Science (Computer Engineering)	Aug '97 – May '99
Teach classes as a teaching assistant, focused on building electronic hardware systems	
Indian Institute of Technology	KHARAGPUR, INDIA
Bachelors in Technology (Computer Science & Engineering)	Aug '92 – May '96

Experience

Nanyang Technological University	SINGAPORE
Lecturer	June '18 – present
Explore research opportunities at the university, teach classes at the Management department	
IvyTies, Inc/Shangyeguwen	SINGAPORE
Technology Director & Founder	Dec '12 – Jun '18
Lead new business opportunities for the company and its clients using strategic market insight in the field of technology and market behavior. Create business plans and procure investments for new subsidiaries for clients. Manage and create corporate Brand Identity and build Brand Equity for those new businesses. Analyze corporate level decisions and advice executive clients on impact of those decisions.	
<i>Key Achievements</i>	
<ul style="list-style-type: none">• Founder of IvyTies.com, a Singapore-based social network platform for college applicants, students, and universities worldwide.• Created technology development, IT infrastructure, marketing, sales, and business support teams to run the business.• Created a 100% virtual cloud-based office for intra-team and inter-team communication.• Mentored multiple fresh college graduates to become team leads in a span of 1-2 years. For example, mentored a history student who joined the team as a data collector in 2014 to become the Product Marketing Manager.• Designed incentives and key performance indicators, and delegated power to team managers to ensure that all employees are working toward a single goal.• Guest Lecture on "How internal corporate culture affects products" at Nanyang Technological University, Singapore.• Creating organizational strategy: Designed and formed a mobile apps subdivision for a mid-size company for a Dubai-based client. Directed seed product development and successfully launched	

one startup product for that client. Changed the company's antiquated procedure of innovation, product development, and market introduction into a well-defined scientific process to maximize efficiency in execution.

LeCroy, Inc

NEW YORK & CALIFORNIA, USA

Product Marketing Manager

Feb '08 – Feb '12

Spearheaded and guided strategy to build products in serial data communication technologies for a mid-sized test and measurements company. Worked with CEO and CTO to identify market positioning strategies and to develop differentiated products. Lead presentations, demonstrations and technical seminars to educate, inform and influence internal and external decision makers. Initiated and mentored the development of product for various upcoming communication technologies such as Thunderbolt, 25Gigabit Ethernet, automotive Ethernet, and 16Gigabit Fibre Channel.

Key Achievements

- Provided vision and leadership using strong technical knowledge in communications industry to build new Ethernet products and partner with other companies that enabled LeCroy to penetrate the \$35 billion Converged Ethernet market, a new direction for LeCroy.
- Conducted extensive competitive analysis and led offshore engineering teams to shape the new Fibre Channel and USB 2.0 HSIC products with superior performance benchmarks. Achieved profit margin that substantially surpassed competitors' and that helped win **every new order over the competition in these areas.**
- Gained credibility in LeCroy by acquiring new subject matter knowledge from self-training and participating in technology consortiums (e.g., MIPI, JEDEC) and industry events.
- Was the central point of contact for all matters related to products that I managed. Trained the worldwide sales team of 200 on newly launched products. Successfully managed the product lifecycle across various functional groups in a matrix environment.
- Executed a strategic partnership with Broadcom to help LeCroy enter in the market of Automotive communications. The product was successfully launched in CES '12 Las Vegas.
- Researched market needs and learned about new technologies by participating in industry events (FCIA, T10, Ethernet Summit, Storage Vision etc), also interviewed corporate customers in an ongoing process to determine new products and to affect corporate strategy.
- Coordinated product lifecycle with sales teams and manufacturing teams to forecast demand and smoothly take the product out of the market without shaking the funnel.
- Managed weekly product line meetings with the worldwide sales team to understand and remove roadblocks in the funnel, as well as reported to the executives monthly to review strategy and P&L.
- Successfully performed in a high stress environment while managing product lifecycle internally, new product launches every month, managing/altering external marketing plans as well as providing post-sales support to high value and strategic clients.

Various Technological Companies SAN FRANCISCO BAY AREA & WASHINGTON DC METRO & NEW DELHI

Various Engineering Roles

May '99 – Dec '12

Developed various products in multiple bay area companies. Built a strong professional network to collaborate on entrepreneurial projects.

Key Achievements

- Hands on experience with technical work and learning about the silicon valley.
- Built relationships that touch almost every company in San Francisco Bay Area
- Contacts includes leaders of industry, financiers of the industry as well as researchers of this industry

Please refer to my [Linked-in profile](#) for a more complete list of work experiences along with some recommendations.

Other Education

Foothill Community College

STANFORD, USA

Certificate in Communications

Public speaking, member of college debate team

Additional Info

References Additional references are available upon request

Other Info • Traveled to over two dozen countries and to over 100 cities around the world. • Member and contributor of international technical consortiums (SNIA, JEDEC, T10, T11, FCIA, Ethernet Alliance, PCISIG, USBIF) • US Federal Aviation Authority licensed Cessna Single Engine Private Pilot. • USA Citizen