

# Jamshed V Rajan

Country Head, India at Nimbuzz (Naspers Group)

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## Summary

Jamshed Velayuda Rajan has around thirteen years of experience – two years in the print, eight years in internet on PC and the last three years in mobile internet.

His eleven years of exposure to the internet saw him honing his skills in product management, including but not restricted to content, & community building.

For four years he anchored projects which involved building significantly huge sections in India's then premier portal – sify.com. Besides building interactive sections and community development on Sify.com, he also managed its Sports Channel – <http://sify.com/sports>.

At American International Group's software development wing – AIGSS, he built their intranet from scratch and ensured its adoption.

In Satyam Computers, he was responsible for increasing the associate adoption levels of the Intranet & ensured it was used for knowledge accumulation & dissemination. Here he also worked as a Usability Architect for Satyam's 1st product – the details of which can't be revealed.

With Yahoo! he was responsible for go-live of the Cricket World Cup special within two months. His integration of community building elements within the site won him accolades.

At ibibo Web Pvt Ltd, he was promoted four times in three years due to his good work in building the ibibo community and when he left he was Vice President – Mobile & Sales Apps. At ibibo, he devised ibibo's mobile strategy and implemented it to leave behind a successful product in [m.ibibo.com](http://m.ibibo.com). At ibibo he was also responsible for monetization of the social network by building branded applications for top Indian & International brands.

At Nimbuzz, he joined as Director – Products and within three months was elevated to Country Manager, India. In the last one year, starting from a 2-member team he has built a team of 25 engineers & sales folks and focuses on converting Nimbuzz (with 50+ Million users globally!) from being a pure-play communication platform to a mobile social entertainment platform.

## Specialties

Social Networking, Mobile Applications, Product Development / Management, Community Building on Internet & Mobile, Blogging, Podcasting, Search Engine Optimization, Mobile, Smartphones, WAP,

Convergence, Mobile Content Sales, User Generated Content, Communication on Internet & Mobile, Setting up Startups

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## Experience

### **Country Head, India at Nimbuzz (Naspers Group)**

October 2010 - Present (11 months)

### **Director - Products, India at Nimbuzz**

August 2010 - October 2010 (3 months)

### **Vice President - Mobile & Sales Apps at Ibibo Web Pvt. Ltd**

April 2010 - August 2010 (5 months)

### **Associate Vice President - Products at Ibibo Web Pvt. Ltd**

April 2009 - March 2010 (1 year)

### **Director - Products at Ibibo Web Pvt. Ltd**

October 2008 - March 2009 (6 months)

### **General Manager - Products at Ibibo Web Pvt. Ltd**

April 2008 - September 2008 (6 months)

### **Sr Product Manager - UGC Applications at Ibibo Web Pvt. Ltd**

June 2007 - March 2008 (10 months)

*1 recommendation available upon request*

### **Producer - Sports, Games, Fantasy Sports at Yahoo India**

2006 - 2007 (1 year)

### **Usability Consultant at Satyam Computer Services Ltd**

2005 - 2006 (1 year)

### **Manager – Intranet & Communications at American International Group**

January 2005 - July 2005 (7 months)

Helped build their Intranet, from ground up. Also pitched in with pre-sales collateral.

### **Channel manager - Sports at Sify Limited**

2000 - 2004 (4 years)

### **Sub-Editor, Editorial Team at Kheladi.com Pvt Ltd**

June 2000 - October 2000 (5 months)

It was a start-up and I had to juggle between reporting sports events in Chennai, Tamil Nadu (India) and managing the home page of the sports portal. Kheladi was bought by Sify Pvt Limited in

October 2000.

### **Sports News Reporter at The New Indian Express**

January 1999 - June 2000 (1 year 6 months)

Was a sports journalist, covering sports events across the state of Tamil Nadu in India.

### **Executive - Website Content at The Perth Courier, Canada**

August 1997 - October 1997 (3 months)

Worked there as part of a Youth Exchange program called: Indo-Canada Youth Exchange program '97. This position was based out of Perth, Ontario, Canada.

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## Education

### **Harvard Business School Program**

Innovation & Strategy, 2009 - 2009

### **LIBA, University of Madras**

PGDMM, Marketing Management, 2002 - 2003

### **The American College, MKU**

BA, Economics, 1995 - 1998

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## Honors and Awards

# Was awarded Wisdom's international Award for best ship-building

# Is an NCC `C Certificate (Naval wing) holder

# Was Chief-Editor of college monthly- The American Times

# Participated at Republic Day Camp '97, Delhi

# Was member of the Indo-Canada Youth Exchange Program '97

# Second best Naval Cadet of Tamil Nadu in '97

# Captain of KVS Junior National Kabaddi team

## Interests

Blogging, Stand-up comedy, Cartooning, Social Media,

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**1** person has recommended Jamshed V

"He is a calm headed person."

— **Inderjeet Singh**, *Quality Consultant - Content Department, [ibibo.com](http://ibibo.com)*, worked indirectly for Jamshed V at Ibibo Web Pvt. Ltd

[Contact Jamshed V on LinkedIn](#)