

# SHANKAR CHELLURI

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## CAREER PRÉCIS

- ⇒ A competent professional with over **20 years** of extensive experience in:
  - Corporate Communications
  - Brand Management
  - Crisis Communications
  - Strategic Planning
  - Client Interaction
  - Marketing Collaterals
  - Content Writing
  - Stakeholder Engagements
  - Media Relations
- ⇒ Adept in marketing communication, image & brand building, leading, growing and managing professional associates and client relationships.
- ⇒ A keen planner, strategist & implementer with demonstrated abilities in conducting special events, devising brand building activities and accelerating the business growth.
- ⇒ Hands on experience in developing Corporate Identity, Marketing Collaterals, In-House Magazines, Corporate Presentations and Websites, besides leveraging Social Media network tools.
- ⇒ Recognised by management for deftly converting business prospects into clients.
- ⇒ Accredited for launching unique systems and benchmarks and piloting key initiatives in the field of Corporate Communications/Public Relations.
- ⇒ Having a strong penchant for writing, reflected in the accomplishments as journalist with certain leading Indian Dailies / Magazines.
- ⇒ An effective communicator with excellent relationship building & interpersonal skills. Strong analytical, problem solving & organizational abilities. Possess a flexible & detail oriented attitude

## EMPLOYMENT SCAN

**May 2010 – Present**

**Founder Director – S Paradigm Consultants**

Offer corporate communication consulting services to clients in different verticals.

### Clients

1. **East Coast Energy Private Limited:** Setting up 2640 MW coal-based super critical technology thermal power plant at Srikakulam & 1320 MW plant at Chattisgarh. Developing their entire communication plans across media relations, advertising, branding, marketing & internal communications – website, internal newsletter, brochures, media docket, crisis communications and stakeholder engagement
2. **Forum for AP CROs** – This is a Forum for 5 AP-based Clinical Research Organisations who sought help on handling crisis communications and stakeholder engagement. They were being targeted in the vernacular press in Guntur, Vijayawada, Vizag besides Hyderabad on issues of ethical conduct, trials on humans, regulatory issues. The assignment at hand is work on creating a conducive environment for the sector with explaining what CRO business is about, the role of regulatory agencies, stringent regulatory environment in which they work, the GoI policies that govern their business and gradually take the issue beyond the client to a more industry-wide discussions. We also had to manage the media expectations on the companies & their business by constant education, awareness and bridge building meeting with senior editorial staff of key publications
3. **Exleaz Consulting** – a UK-based software company developing a Hospital Management Solution leveraging cloud computing and its launch in Hyderabad. Develop the communication tool kit – company profile, spokesperson profile, photo-bank and product factsheets. It's presently a media-heavy engagement but slowly moving into other dimensions of communications over time.
4. **Axis Clinicals** is a global Clinical Research Organization engaged in working with sponsors to execute clinical research based in Hyderabad, Thailand and Mexico. Am working with them for last two years handling their communications mandate that includes Public Relations, Advertising, Website, Marketing Collaterals, Issues & Crisis Communication
5. **GenY Medium**, is a young tech start-up based in Hyderabad started by two young engineering graduates with an aim to offer digital marketing services using a proprietary & traditional marketing know-how and working with marquee clients in different industries. Am handling their media relations working with co-founder & CEO on media interactions and interviews evangelizing the role of GenY Medium in helping companies explore digital medium to leverage marketing excellence

### Projects / Assignment:

- a. **MFIN:** Handled their first press conference after being formed for India at Hyderabad in July 2009
- b. **GMR MRO Park:** A scale model of the GMR MRO Park has been developed through vendors but support sought to ensure deliveries happen on schedule

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- c. BIO:** The world's largest biotech network had their press conference in Hyderabad organized in conjunction with Industries Department, GoAP besides handling other media relations activities during their 2-day networking event here
- d. Patil Rail Infrastructure:** A 3-month project based assignment in developing their advertising and branding policy. Involved in developing their entire media docket, marketing brochure, photo & video shoots of all factories besides organizing their first participation in the International Rail Network Exhibition with designing their stall and organizing press conference at Delhi, Hyderabad & Bangalore for winning Metrol Rail contracts
- e. Sreenidhi International School:** Organized their media interaction when their school tied up with Switzerland-based school for Class XI-XII at Hyderabad, had earlier handled a similar event for their engineering college tie-up with US-based university to launch aviation courses
- f. Micro Finance Institutions Network:** A 44-member RBI registered microfinance companies' network operating in AP & rest of India. Presently handling their crisis communication mandate based on the APMFI Bill passed in State Assembly that hampers their normal business operations of lending and repayment of loans. Working on the communications mandate to address the same across AP. Also help microfinance companies like Basix, SKS Microfinance in their communication plans as well.
- g. Vishwa Infrastructures & Services Private Limited:** Engaged in developing innovative solutions in the water supply & sanitation projects across 14 key states in India – Rs 500 crore company based in Hyderabad. Developing their entire communication plans across media relations, advertising, branding, marketing & internal communications – website, internal newsletter, brochures, media docket, crisis communications and stakeholder engagement
- h. Azri Solutions & Drupal** – a brief assignment on leveraging the Drupal platform for enterprises using the events route with three different talks by the Founder & President of Drupal Foundation – building buzz around the Drupal Community and media interactions. Once the initial phase is over, we are developing a communication platform to leverage the company solutions using Drupal for the education sector and deployment in leading educational institutions like IIM, ISB, SP Jain, JNU among others.
- i. Alexandria Knowledge Park:** This company is in the business of developing science & technology clusters / parks and offer ready-to-occupy R&D spaces for clients. A HD video on their facilities, Genome Valley – the Govt. Of AP biotech knowledge center and why Hyderabad is an important stop for doing cutting-edge research is the crux of the video – am working on the same with one of my partners – Miditech Pvt. Ltd.
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#### **Oct '09 – April 2010**

Vaishnavi Corporate Communications as Head – South

#### **Accountabilities:**

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- Leading the South region of Hyderabad, Bangalore, Chennai & Cochin with a team of nearly 50 members
  - Drive the media & client servicing for a large bevy of clients across different industry verticals – retail, IT, real estate, healthcare and hospitality among others
  - Leading the new practice of IT, Telecom & Communications scouting for new business – already signed couple of them
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#### **April '09 – Sept '09**

Handling communication consulting assignments on freelance basis for corporate

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#### **Dec'06 – Mar'09: GMR Hyderabad International Airport Ltd.**

- Worked as **GM & Head – Corporate Communications** till March '09

#### **Accountabilities:**

- ⇒ Leading a team of six professionals for managing media relations, branding, sponsorships, events, advertising, stakeholders' engagement and internal communications.
- ⇒ Designing / Developing Corporate & Marketing Films, Website, Passenger Newsletter and Outreach Programme for the airport.
- ⇒ Liaising with multiple stakeholders to get the buy-in for the new airport at Hyderabad – Corporate, Polity, Media, Government, etc.
- ⇒ Interfacing with media houses for placement of News / Features / Articles, Media Activity Planning, Client & Media Briefings, Media Facilitation Tours and Interviews.
- ⇒ Handling crisis management and media training for senior management including CEO / MD.

#### **Highlights:**

- ⇒ Successfully handled landing of two proving flights prior to commissioning of airport – over 80 media on board and 100 on the ground to cover this important milestone.
- ⇒ Effectively handled media during airport commissioning on March 14 and airport opening for passengers
- ⇒ Commissioned a professional production house to develop “Making of Hyderabad Airport” as part of history since it’s the country first PPP (Public-Private Partnership) airport.
- ⇒ Instrumental in strategising entire build-up campaign for six months prior to commissioning and the last one-month phase. Also, handling the fall-out for next six months once airport got commissioned
- ⇒ Pre-empted a lot of small issues that could blow into a crisis prior to commissioning like loss of land, employment assurances, distance and cost of flying as airport will be in private hands among others.

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**Dec’01 – Oct’06: Vaishnavi Corporate Communications Pvt. Ltd., Hyderabad as Regional Director**

**Accountabilities:**

- ⇒ Leading a Client Servicing Team of 25 members and over 50 Professionals for managing operations in southern region covering Hyderabad, Bangalore, Chennai & Kochi.
- ⇒ Managing over 15 clients including Taj Group, TATA Teleservices, TCS, Sun Microsystems, ITC Foods, ITC PSPD, GMR Hyderabad International Airport, Titan/Tanishq, Ivy Comptech, etc.
- ⇒ Generating business in Andhra Pradesh, Tamil Nadu, Kerala and Karnataka regions.
- ⇒ Functioning as Incharge of key accounts across industry verticals viz. Consumer Goods, Automobiles, Education, Infrastructure, IT/Telecom, Healthcare, Entertainment Industry, Government and Corporates.
- ⇒ Coordinating with media houses for placement of News / Features / Articles, scheduling of Media Interviews, developing Media Information Material, Media Training, Press Conference, Media Tours, Client & Media Briefings and first level answering of Media Queries by Content & Research Team.

**Highlights:**

- ⇒ Joined as Senior Manager and Elevated to the position of Regional Director in a span of 5 years.
- ⇒ Successfully managed issues like denial of FDI permission for higher education for client into becoming major crisis from media standpoint.
- ⇒ Instrumental in garnering business across regions and getting very good clients for Vaishnavi and generated Rs. 2 Crores annual revenues.

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**Aug’01 – Dec’01: Genesis PR, Hyderabad as Consulting Associate**

**Accountabilities:**

- ⇒ Handling the mandates like Indian School of Business, ITW Signode, Dr. Reddy’s Laboratories, ITC Agro Tech, etc.
- ⇒ Preparing plans, handling client servicing and strategizing for clients.
- ⇒ Responsible for crisis management that unfolded at ITC Agro Tech Plant and Dr. Reddy’s Laboratories.

**Highlights:**

- ⇒ Successfully handled Dedication to the Nation event for Indian School of Business, Hyderabad by Prime Minister, Shri. Atal Behari Vajpayee.
- ⇒ Actively involved in handling media during the problem of package tampering for Dr Reddy’s Labs.

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**Feb’00 – Aug’01: Times of India, Hyderabad as Business Editor**

**Accountabilities:**

- ⇒ Leading a team for managing the Business Bureau and handling reporting on Technology, Telecom, Automobile and Corporate Developments.
- ⇒ Designing & planning the business pages at the conceptual stage to commissioning of Hyderabad Edition.

**Highlights:**

- ⇒ Selected as the only journalist accompanying the Chief Minister, Mr. N Chandrababu Naidu on his three-nation trip to China, Japan and Hong Kong seeking investment for Andhra Pradesh.
- ⇒ Successfully broke a couple of stories on corporate and telecom sector during reporting stint.

**PREVIOUS ASSIGNMENTS**

Deccan Chronicle, Hyderabad	Senior Business Reporter	Jun’96 – Jan’00
Indian Express, Hyderabad	Business Reporter-com-Sub Editor	May’94 – Jun’95

**SCHOLASTICS**

- ⇒ Master of Economics (Specialization in International Finance) from University of Hyderabad in 1993.

⇒ Bachelor of Arts from AV College of Arts, Science & Commerce, Osmania University, Hyderabad in 1991.

### **TRAININGS ATTENDED**

- ⇒ Special 10 Days Advanced Leadership Training Programme at IIM, Ahmedabad
- ⇒ 2 Days Workshop on Crisis Communication at Magnus Carter, Mumbai (Global Communication Expert)
- ⇒ 3 Days Airport Service Quality Certificate Programme at Singapore
- ⇒ 3 days international workshop on Communications in a Global World by AMIC, Singapore at Hyderabad

### **ACADEMIC PURSUITS**

- ⇒ Presented a paper on "Social Media – Journalists & Public Relations: Issues of Trust" at the 21<sup>st</sup> Annual AMIC global conference at Selangor, Malaysia in July 2012
- ⇒ Published paper on Ethical Dimension of Media Industry – an Indian Perspective for 22<sup>nd</sup> Annual AMIC global conference at Universitas Gadjah Mada, Yogyakarta, Indonesia – July 4-7, 2013
- ⇒ Abstract for University of Westminster published on Revolution in Vernacular Press – Study in Andhra Pradesh
- ⇒ Working on publishing these papers in academic journals in communications research

**IT SKILLS:** Proficient with MS Office and Internet Applications.

### **PERSONAL DOSSIER**

Date of Birth : 4<sup>th</sup> June 1969

Address : Plot 14/IV/C, Alkapoor Township, Neknampur, Manikonda Post, R.R. District, Hyderabad – 500089, Andhra Pradesh, India.

Languages : English, Hindi and Telugu.