VIKASH KUMAR SHARMA

Product & Business Development | Consumer Electronics, Telecom & Connected Devices

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PROFESSIONAL SUMMARY

Product and business development professional with 12+ years in consumer electronics, telecom, connected devices and personal care products. Combines customer acquisition and technical pre-sales with end-to-end product ownership, from requirements and business cases to development, certification and launch. Managed 12+ clients and delivered 6M+ devices across the Middle East in four years. Builds operator, telco and retail relationships, wins projects, leads RFP/RFQ responses and supports pricing and go-to-market plans. Brings deep technical expertise and customer-facing experience across MEA and Europe.

SELECTED IMPACT

- Won operator projects, managed 12+ clients and delivered 6M+ devices across the Middle East in four years.
- Led teams of 20–30+ across 5+ concurrent operator programmes, meeting customer timelines and cost targets.

CORE EXPERTISE

Sales & business development Customer acquisition, operator and telco accounts, technical pre-sales, RFP/RFQ responses, solution presentations and pricing support

Product & commercial delivery Product strategy, lifecycle management, PRDs, roadmaps, business cases, competitive positioning, go-to-market, OEM/ODM, vendors and certification

Product domains Android TV, IPTV/OTT set-top boxes, smart home, IoT, IP cameras, broadband routers, ONTs, 5G CPE, AI-enabled devices and Personal care products.

PROFESSIONAL EXPERIENCE

Regional Product Manager and Technical Pre-sales

Skyworth Digital | Dubai, UAE | May 2022 – Aug 2026

- Won projects and developed operator accounts with STC, Ooredoo, OSN, MBC, TOD, Digiturk and ZAP Angola, leading customer engagement from requirements and RFP responses to project initiation.
- Combined sales and product ownership, converting customer requirements into viable solutions and leading concept, PRD, OEM/ODM manufacturing, certification, field rollout and post-launch support.
- Developed roadmaps, business cases and competitive positioning across IPTV/OTT, broadband and smart-home products and personal care products, supported pricing and go-to-market planning for operator and retail opportunities.
- Aligned R&D, QA, product and deployment teams with customer commitments across concurrent programmes, managing milestones, costs and stakeholder expectations through launch.
- Managed TDRA, ECAS, GCAM, CE, CB and RoHS approvals to meet regional compliance requirements and support product launches.

- Led motion-recognition gaming, smart fitness and NPU-class chipset evaluation for on-device AI; assessed generative AI for operator interfaces and emerging customer requirements.
- Represented Skyworth at GITEX, CABSAT and IBC, presenting solutions, engaging prospective customers and partners, and advancing commercial opportunities.

Project Manager

MultiChoice Group | Johannesburg, South Africa | Sep 2021 – Mar 2022

- Delivered a complex Broadcom hybrid-platform integration with Irdeto conditional access through structured project governance and coordinated vendor execution.
- Managed planning, risks, stakeholder communications and business and technology workstreams to maintain milestone adherence and executive visibility.

System Integration Specialist

MultiChoice Group | Johannesburg, South Africa | May 2018 – Aug 2021

- Led middleware integration, certification, release management, system testing and deployment readiness for broadcast and OTT platforms serving millions of subscribers.
- Coordinated multi-vendor delivery against SLAs and operational KPIs, improving first-time-right releases across major platform upgrades.

Senior Software Engineer

Cisco Video Technologies | Stockholm, Sweden | Aug 2016 – Apr 2018

- Developed, integrated and validated digital TV and video-delivery platforms with global engineering teams, improving reliability, performance and operator-facing features across releases.

Senior Software Engineer

Tata Elxsi | Bengaluru, India | Jan 2014 – Jul 2016

- Designed and integrated software for Indian operators across the full software development lifecycle, focusing on performance, cross-platform integration and on-time delivery.

TECHNOLOGY AND TOOLS

Platforms Android TV, Android, Linux, Skyworth Coolita OS, IPTV/OTT, conditional access and device integration

Technology ecosystem Huawei, Google, Netflix, Amazon, Dolby, Irdeto, Synamedia, SoftAtHome, distributors across MEA

Chipsets Amlogic, MediaTek, Broadcom, HiSilicon, Montage & more

Tools Jira, Confluence, MS Project, SQL, Git, Agama and terminal management systems

EDUCATION AND LANGUAGES

Bachelor of Engineering in Telecommunications

BMS Institute of Technology | Bangalore, India

LANGUAGES: English (professional proficiency) and Hindi

CERTIFICATION: Pursuing the **AI-Powered Professional Certification in Product Management from SP Jain Global**, which strengthens my existing business development and product experience with structured product strategy, customer insights, pricing, GTM, product analytics, AI, road mapping, and lifecycle management.