

MANRAJ KHUMAN – Media Comms Executive And Adventurer

an Australian who speaks English, Hindi, Punjabi and basic Swahili

Career Summary

- **May. 2008 – Dec 2008** **Development Consultant**
 - Company: Technoserve, Tanzania (a US based non government enterprise)
 - Responsibilities: Reduce rural poverty in Tanzania
 - Key achievements: (i) Developed critical insights into the value chain and profitability of the Tanzanian tea industry, finding opportunities to increase smallholder farmer income (ii) Built a three year program to increase the average income of 16,000 smallholder farmers by 60% (iii) Secured funding from a UK and a US trust to realise the project
- **Aug. 2005 – present** **Head of Strategy and Commercial Operations**
 - Position: Telstra BigPond, Australia (#1 domestic ISP and online media company)
 - Responsibilities: Drive profitable growth, increase market share and develop new products Manage strategy, investor relations, forecasting, customer relationship management, competitive intelligence and the IT systems /data/ reporting portfolios (30 analysts)
 - Key achievements: Contributing in the management team who built Australia's largest internet service provider (i) increasing market share from 35% to 48% (ii) enjoying 6 year of 20%+ rev growth (iii) winning numerous domestic and international awards for marketing, product innovation and service
- **Jan. 2004 – Aug. 2005** **General Manager of Strategy, promoted to divisional role after 18 months**
 - Position: Telstra BigPond, Australia (#1 domestic ISP and online media company)
 - Responsibilities: Develop broadband, online and wireless strategy for Australia's #1 telco
 - Key achievement: Providing the strategic analysis underpinning the operational initiatives which (i) increased Australian household broadband adoption from 4 to 55%. (ii) grew customers from 200,000 to 2.5 million (iii) increased average revenue per user whilst maintaining international best practise churn (iv) built a market leading offering of online and mobile sport content
- **Sep. 2001 – Jan 2004** **Commercial Manager**
 - Position: Telstra, Australia (#1 domestic telecommunications company)
 - Responsibilities: Build an online digital media content business as well as stimulating the sales of broadband and other telecommunications products
 - Key achievements: (i) Initialising a retail sales channel strategy for broadband products (delivering 200,000 sales per annum within 3 years); (ii) Creating an online sales channel for Australia's #1 Telco
- **May 1999 – Aug. 2001** **Management Consultant**
 - Position: The Boston Consulting Group (leading international strategy consulting firm)
 - Responsibilities: Provide strategic insight and board level recommendations on new business models and growth opportunities in the telecommunications, internet and financial services industries
 - Key achievements: (i) Developing Australia's third largest internet portal (ii) Re-organising a top ten Australian bank and increasing its share of the small business and personal mortgage markets.

Education

- **Bachelor of Commerce - Finance and International Development (University of New South Wales)**
 - Graduation with merit, awarded numerous academic prizes inc. R.C. Olson Prize (Corporate Finance).
 - Chief editor of award winning student newspaper, Tharunka (bi-weekly print run of 10,000)

Personal Interests (SELECTION)

- *Adventure:* Traveled through 17 countries in four continents in 2009; Climbed Mt. Kilimanjaro, Africa's highest mountain in 2008; Sailed 3,000 nautical miles in 2006
- *Entrepreneurship:* Director, Young Business Forum (Jan 2007 – current).
- *Foreign policy:* Participant in the Asia Australia Institute an Australian think tank (1998 – 2002),
- *Human behaviour:* Especially philosophy, sociology and design theory

Most Frivolous Acolades

- Voted one of Sydney's top ten bartenders by Elle Magazine in its Sydney Olympics edition
- Acclaimed as a leading star of 21st century publishing by Richard Neville, founder of Oz magazine