



## Dipankar Sen

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### SENIOR LEVEL ASSIGNMENTS

#### CORPORATE COMMUNICATIONS/ MEDIA RELATIONS/AFFAIRS

*"A dynamic and versatile leader offering about 29 +years of experience with contribution in spearheading the development and implementation of a comprehensive corporate communication/ affairs platform"*

#### PROFILE SUMMARY

- Leveraging extensive experience in leading strategic corporate functions like corporate communications & affairs, across Media, IT,ITES, Real Estate, Mining/Steel industries and Start-ups
- Strongly connected with the Media fraternity ,having wide Media Relations network across varied National Media platforms(Print, Electronic, Digital, News wires and New Media)
- Adept in Crisis Communications & Management
- Strategist, visionary & negotiator gifted with the determination & skills in liaising & coordinating with various central & state govt. authorities, bureaucrats & politicians with hands-on experience in public relations, corporate policy review with focus on accomplishing organisational goals & objectives
- Exhibited leadership in liaising with concerned departments to ensure that legal & business risks are identified and appropriate courses of action are undertaken with focus on protection and risk mitigation
- Proficient in liaising with top bureaucrats & politicians, managing cases & evaluating policies, maximizing & obtaining favorable results as well as minimizing the negative effects of roadblocks on the business
- Expert in cultivating relationship with business chambers and forums (like CII, Assocham, Nasscom, PRSI, FICCI, Indian public Relations Forum(IPRF)etc.
- A strategist & implementer with recognized proficiency in accomplishing corporate plans and goals successfully
- Adept in raising funds through niche channels for Start-up ecosystems

#### SKILL SET

| Corporate Communications & Affairs | Public Relations | **Media Relations** | **Internal/External Communications**| **Crisis Communication & Management** | **Content Management**| Govt. Liaison & Coordination | Corporate Social Responsibility | Strategic Planning | Risk Assessment | Case Study | Administrative & Operational Control | Corporate Policy Review & Evaluation |

#### WORK EXPERIENCE

##### **Current assignment :-**

**Since Nov'19 with Minance Technologies Pvt.Ltd(Wealth Management Co.- fintech), Bangalore as Head- Media Relations & Communication**

Responsibility matrix :-

- External Communication
- Media Relations & PR with strong networking across National Media platforms
- Social Media and other Digital Media
- Leadership and Stakeholder Communications
- Internal Communications
- HR Communications
- Content Management

- Brand- Corporate Communication synergy
- Brand Communications
- Custodian of Corp. Communication collaterals
- Reputation Management
- Corporate Affairs
- Interfacing with Chambers & Forums
- Integral part of the core CSR Team
- Crisis Management/Communications
- Business intelligence - monitoring and analysing media trends
- Events
- Raising funds through niche channels

## PREVIOUS EXPERIENCE

**Since Feb'15 - Nov'19 with India Business Journal, Kolkata as Bureau Chief - Kolkata(consulting role)**

**Also Aug'13 - Feb'14 with India Business Journal, Kolkata as Bureau Chief - Kolkata**

### Key Result Areas:

- Spearheading corporate communication for various business events; administering networking towards marketing, advertising decisions, content management and entire planning for the region; promoting the organisation among the prospective advertisers
- Developing short and long-term strategic plans including annual business plans, media, promotion and innovation pipeline strategy with P&L and budget responsibility; focusing on the latest development of states in East & maximizing the revenue options
- Drafting corporate reports / industry reports and conducting interviews of various reputed industrialists and other personalities; generating special reports in coordination with the Editorial Chief, Mumbai
- Collaborating with ministries and various levels of bureaucracies, governmental bodies, business bodies / forums for special and other reports; devising national contact map of governments at states & at national level

### Highlights:

- Raised investments for the growth of the organisation by collaborating with various authorities
- Directed PR initiatives for client in various industry; created a code of ethics, sustainability practices, and corporate responsibility policies
- Enhanced employee participation for digital signage, which involved gathering business story leads and writing them in a newsletter format that provided vital daily content to a diverse audience

**Feb'19- April'19 with Edward Food Research & Analysis Centre(EFRAC) as Sr. Manager-Regulatory Affairs (Consulting Role)**

- **Liaising with various Governmental Departments/Ministries(Pan India)**
- **Lobbying for the Organisation in terms of leveraging business opportunities through various Governmental Schemes**
- **Creating awareness towards safety of food,agricultural produces & promoting organic farming practises, export norms and effective environmental practises by means of organising various workshops in coordination with Governmental bodies**

**June'18- Nov'18 with Shyam Metalics & Energy, Kolkata as Chief - Corporate Communications (Consulting Role)**

Responsibility matrix :-

- Internal Communication
- External Communication
- Media Relations & PR with National Media
- Social Media and other Digital Media
- Leadership and Stakeholder Communications
- HR Communications
- Content Management
- Brand- Corporate Communication synergy
- Custodian of Corp. Communication collaterals
- Reputation Management

- IPO Communication Strategy
- Integral part of the core CSR Team
- Crisis Management/Communications
- Business intelligence - monitoring and analysing media trends
- Events

#### **Feb'14 – Dec'14 with Mani Group, Kolkata as Senior Manager – Administration & Corporate Relations**

##### **Key Result Areas:**

- Monitored & provided direction to teams in terms of strategic project execution, planning and accomplishment of assigned goals within timelines; executed search for opportunities and projects to work with state governments & key national ministries on the national policy
- Devised programs, activities and daily operations related to the governmental affairs both at national & state level
- Interacted with numerous chambers, business forums, professional bodies, governmental bodies, ministries (Income Tax & Enforcement) and various levels of bureaucracies and police; assisted CEO in communication with the said bodies for various business activities of the group as required
- Spearheaded all gamut of administration including travel management, fleet management, facilities management (telephone, mobile, fax, EPABX, biometric systems, photocopier, ACs and so on), courier service, procurement of goods & services, capital purchase / expenditure such as purchase of cars, office equipment, furniture & fixture
- Ascertained TAT, AMC and regular preventive maintenance of office equipment, upkeep and maintenance of company owned guest houses, Group health insurance policy, indenting and procurement of printing & stationery items, issue of annual holiday list for HO and other site locations, security & housekeeping, front office management and so on
- Coordinated with Site Administration In-charge; ensured comprehensive vendor management
- Prepared & reviewed MIS reports; instigated effective control on the administrative functions and costs

#### **Feb'11 - Apr'13 with Mjunction Services Ltd. (A Tata Steel & SAIL JV), Kolkata as Group Manager – Administration & Corporate Relations**

##### **Highlights:**

- Liaised with various governmental and non-governmental bodies including Police, Municipal Bodies, Ministries / Governmental Departments, Fire Services, Shops & Establishment, Sales Tax, Income Tax & Enforcement
- Addressed all statutory compliances such as sales tax, shops & establishment, contract labour, legal affairs for PAN India locations in sync with the Legal Department
- Recipient of GEM (Going Extra Miles) Awards for a new infrastructure project completion within a specified time limit
- Selected as the Core Committee Member to drive the CSS activity as a team
- Established associations with bodies / forums like NASSCOM, PRSI, CII, Salt Lake Stakeholders Association (an autonomous body formed by the State Government consisting of bureaucrats and other top professionals), Facility Management Zone, Nabadiganta (municipal body for Salt Lake) under Govt. of West Bengal
- Administered MIS & provisioning, budget preparation, policy formulation, ISO process manuals & authority matrix
- Pivotal member of:
  - Team ISMS (Internal Security Management System) for the organization
  - Safety Task Force for Confederation of Indian industry (CII-Eastern Region); worked as Chief Safety Coordinator

#### **Feb'05 – Feb'11 with Star Ananda & Star News (Star Television Group), Kolkata as Deputy Manager - Administration & Liaison**

*Conferred with CEO's Award for Crisis Management*

#### **Mar'98 – Jan'05 with TCG Software Services Pvt. Ltd., Kolkata as Assistant Manager - Administration**

*Bagged 'T' Award for delivering best team efforts*

#### **Apr'96 – Feb'98 with Bengal Automobiles, Kolkata as Sales Executive**

#### **Jan'95 - Mar'96 with Modi GBC Limited, Kolkata as Sales Executive**

#### **Sep'92 - Dec'94 with Aajkaal Publishers Limited, Kolkata as Advertising Trainee Officer**

#### **Sep'90 - Aug'92 with Gujarat BD Luggage Limited (American Tourister Luggage), Kolkata as Sales Officer (Trainee)**

#### **EDUCATION**

- PGDBM (Marketing and Sales) from Bharatiya Vidya Bhavan, Kolkata in 1993
- BA from Calcutta University, Kolkata in 1991

**Other Courses:**

- Basic Wordstar from NIIT, Kolkata
- Dbase III Plus from Brainware Consultancy Pvt. Ltd., Kolkata

**IT SKILLS**

- Windows, MS Office, Lotus Domino, Lotus Domino, Outlook Express and Internet Applications

**PERSONAL DETAILS**

Date of Birth: 1<sup>st</sup> October 1967

Languages Known: English, Bengali and Hindi

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