

VINAY MANGAL

Product & Distribution | Telecom Industry Expert | P&L Leader

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Visionary Product & Marketing leader with 20+ years of experience driving innovation, profitability, and revenue growth in the telecom industry. Proven track record of managing substantial P&Ls and developing cutting-edge GTM strategies. Six Sigma Black Belt with expertise in data-driven decision-making, process optimization, and leveraging advanced analytics and AI for business growth.

CORE COMPETENCIES

- P&L Management & Profitability Enhancement
- Product Development & GTM Strategy
- Advanced Data Analytics & AI Integration
- Digital Marketing & Customer Experience
- Digital Customer Journeys & Fulfilment
- Process Design & Optimization (Six Sigma)
- Content Strategy & Partnership Development

EXPERIENCE

Head of Products

Ooredoo Maldives | [Dec 2023 - Present](#)

- Spearheading Mobile, Fixed & Wholesale product strategy and P&L management
- Driving innovation and market penetration through data-driven GTM strategies and AI-enhanced decision making
- Optimizing processes and partnerships to maximize profitability and market share

Business Manager, Strategy & Operations | COO's Office

Vodafone Idea Limited, India | [Sep 2021 - Nov 2023](#)

- Led cross-functional teams in Prepaid, Postpaid, Digital, Retail, and Sales & Distribution strategy
- Orchestrated central special projects, implementing advanced BI tools for budgeting and targeting
- Achieved significant cost efficiencies through strategic Opex spend control
- One among Key contributor to the company's strategy, focusing on data-driven decision making

Co-Founder

AweSlice Advertising, India | [Jun 2019 - Aug 2021](#)

- Pioneered a full-service digital marketing agency, serving 100+ clients across industries
- Developed comprehensive digital marketing and content strategies using advanced analytics and AI tools
- Created short films and content, enhancing brand storytelling capabilities

Head of Marketing, Enterprise B2B

Vodafone Idea Limited, India | [Sep 2018 - Apr 2019](#)

- Managed a P&L, focusing on lease lines, IoT, SIP, and data & automation solutions
- Increased returning visitors' revenue by 20% through AI/ML-driven, low-cost initiatives
- Designed innovative GTM strategies for B2B products, resulting in significant market penetration

DGM, Product Head (B2C & B2B)

Idea Cellular Ltd, India | Jan 2015 - Sep 2018

- Managed P&L, focusing on acquisition, usage retention, and churn prevention
- Pioneered 1000+ unique product segment propositions
- Achieved one of the highest 'engaged' customer bases (42%) in the country

AGM, Content, Partnerships, P2P Data and Digital

Idea Cellular Limited, India | Feb 2010 - Dec 2014

- Achieved #1 national ranking for 3 consecutive years in revenue achievement & customer engagement
- Led the fastest data revenue growth in 2G data business across the country
- Pioneered industry-first innovations in data services and communication processes

Earlier Career Highlights (2004 - 2010)

- **Reliance Communications:** Managed Rs 300 million+ monthly revenue as Prepaid Usage & Retention Head
- **Vodafone:** Achieved highest Content VAS revenue across country for 5 consecutive quarters as Content Lead
- **Sistema Shyam Teleservices:** Introduced industry-first services and led successful acquisition strategies as Prepaid & Enterprise Acquisition and Retention Lead
- **Fulltime Articleship for Chartered Accountancy** | Statutory audits, Loan clearance, P&L & Balance Sheet Finalisation, Tax calculation & Processing | NK Associates, Udaipur | 2000 – 2002

TECHNICAL EXPERTISE

- Advanced: Microsoft Excel, SQL, Microsoft Access, Power BI, SAS
- AI Integration: Proficient in leveraging AI tools for business intelligence
- Creative Suite: Adobe Creative Suite for content creation

EDUCATION

- **MBA: Marketing/Finance** | International School of Informatics & Management | 2002 - 2004
- **Bachelor of Commerce (BCom)** | Mohanlal Sukhadia University | 1999 – 2002

ACHIEVEMENTS & RECOGNITIONS

- Consistently ranked among top 5% talent in organizations
- Six Sigma Black Belt completion with Birla Group, India
- 'Winner' in National competition for highest base addition | FY15-16 at Idea Cellular
- 'Distinguished Contributor' award | FY11-12 at Idea Cellular
- 'Best Marketing Go Getter' | FY 12-13 at Idea Cellular
- 'Star Achiever' | FY 09-10 at Reliance Communications