

Shivalik Prasad

Shivalik Prasad is the Vice President Business Development at MapmyIndia. Born 1977, he did his initial schooling at Patna followed by Cathedral and John Connon, Mumbai, post which he completed his 12th from Jai Hind College, Mumbai University. Shivalik loves analytical problem solving and applying these skills in day to day business scenarios. He is big believer in path breaking technology that affects the lives of millions. His research is in the area of Decision Support Systems across industry verticals.

Shivalik started his professional career with IBM, New York in the automotive sector, where he had the opportunity to work with senior IBM and Automotive executives. Shivalik focussed on building mathematical models for global volume planning for one of the largest automotive car OEM. As part of these extensive exercises he was exposed to all aspects of the value cycle - concept development, strategy, stakeholder interviews across all possible departments, development, implementation and global roll outs of these models across the supply chain. Being part of IBM and working with very senior executives who were subject matter experts in automotive industry, gave Shivalik a firm footing on the workings of the automotive industry.

Post the automotive sector and to avoid travel between New York and Detroit, Shivalik switched paths and started working with the IBM - Business Intelligence practice servicing the pharmaceutical sector. As part of this stint, Shivalik worked with some of the leading global data providers in the CRM space. Here Shivalik learned the ropes as to how to handle large global teams and work across complicated environments (mergers, acquisitions etc). Typically each large pharmaceutical company has over 10,000 sales representatives that daily call on doctors and health care professionals. Shivalik was a key member of the team that closed a \$180 million outsourcing contract. He was one of the persons who initiated the deal with the pharmaceutical client. This account is now one of the flagship accounts for IBM.

In Jan, 2007, Shivalik moved to Bangalore, India and joined MapmyIndia, which at that point was in the process of initiating new technologies and products in the location space – mapping, navigation, location services, content creation and delivery. At MapmyIndia, Shivalik wears many hats and is presently in charge of new business development and is an evangelist promoting ‘mapping, location, navigation, GPS’ to various influential people across automotive, telecom, mobile, VAS and internet domains. Shivalik is a believer that navigation and GPS will be a new vertical and a very large industry in India (similar to telecom of 1990’s), specially with the advent of 3G network rollouts.

Shivalik holds a Bachelor of Engineering from National Institute of Technology (previously known as Regional Engineering College – REC), Rourkela and a Masters of Science from Texas A&M University, College Station. In his spare time, he loves to read non-fiction, spend as much time with his wife and children and is continuously figuring out ways how to utilize the gym membership that he has taken up.