

Pritam BAGUL



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<https://aasstha.com>

Multi-Sport Competition Planner

IT Project Manager

E-Commerce and CRM Consultant

Profile Summary

Supervised competition activities for sport events and **defined new digital roadmap** for multiple **International Sport Organizations**.

Co-Founder of a firm that aims for **community development** by means of conducting sport events for **special kids** and **schools** that lack sport infrastructure.

Process oriented approach and **strive diligently** for **desired outcomes**.

Work Experience Summary

Project Manager in Switzerland

World Aquatics (Jan 2020 – Feb 2022)

- Implement a **new website** and an **online shop**.
- **Live streaming coordination** and plan activities on **social media** for international sport events.
- **Contract management** of multiple service provider and annual budget tracking.
- Assist in event operations for **swimming world cup** and **diving grand prix** competitions.

International Boxing Association (2015-2019)

- **Administration** and **event operation** tasks for five **Olympic qualification events** and **junior world boxing championship** competition.
- Suggest improvement to athlete ranking calculation and manage **sport development projects**.
- Contract **negotiation** for office laptops and phones.
- Put in effect an online application system for performance assessment of event officials.

ASOIF (Jan 2015 – Jun 2015)

- **Data collection strategy** for the competition and athlete data from the 28 Summer Olympic sports.

World Rowing (Aug 2013 – Dec 2014)

- Elect service providers and revamp the website and database for the federation.
- Sport Development projects with focus on **Olympic Solidarity**

Entrepreneurship in India

Retail Store Manager (Feb 2023 till date)

- Retail store manager for stationery products

Co- Founder of Aasstha (seasonal work)

- Organize cultural & sport events for special kids.
- Business development and stakeholder management – bring together multiple schools and colleges for multi-sport competition.
- Filing Annual returns, event marketing, operations, fund raising.

Digital Campaign Specialist at Accenture

- Ensure consumer data integrity for **12 brands of P&G**. Lead a team for **email campaign** execution in Asia and America region.
- Successfully delivered P&G's MOM campaign during the London 2012 OG.

Software Engineer

ATOS (2005 – 2007)

Web development–HTML, ColdFusion, PL/SQL, and Oracle.

LTI Mindtree (2007 – 2010)

ETL, Teradata and Business Intelligence tools

Academics

Sports Management– EPFL Lausanne, 2013

Computer Engineering – Mumbai, 2004

Competencies

Digital Projects

Project / Product Management

- **Implementation strategy of innovative platforms** that require **integration** of various stand-alone systems **using APIs**. Study **user flow on google analytics** to define **new UI/UX** for websites.
- **Prioritize work scope** based on deadlines and Budget. Manage **requirements on Atlassian Confluence** and track dependencies. Control Change requests on **ticket tracking system**.
- Quick to adapt Organization's **process** and suggest improvements.
- Tackle **risks** and update processes to **mitigate** future occurrences of similar **issues**.
- Ensure organization **standards and guidelines** are followed for use of media graphics on websites and social media platforms.
- **Training of new resources** on platforms

Stakeholder Management

Maintain a healthy professional relationship with stakeholders, understand and collate their expectations, provide regular updates, and flag risks to receive timely feedback.

Business

- Draft **RFP & Business model**, study **proposals** & elect Service Providers, maintain contracts of technology providers.
- Monitor **SLA** and ensure services meet **expected standards**.

Market and data Analysis

Proficient in existing data analysis, researching market trend and defining roadmap in line with organization goals.

LIVE Streaming

- With TV & marketing team brainstorm on LIVE streaming options on **OTT platforms**.
- Study the **demographics** for LIVE streaming & VOD of events using YouTube **analytics**.

Sport Competition

Event Planning

- **Plan a multi-sport competition** for more than 10 schools.
- **Marketing Strategy** of the competition near important landmarks of the city, on venue and on website /social media platforms.
- **Outreach activities** -Promote for attendance of non-participating students, their friends & families, and sport enthusiasts at venues during competition days.
- Assist event **sponsors** with **activation** activities on venue, surveys, promotion on **local radio** channel, **newspaper** coverage, articles on websites and videos on **social media platforms**.

International Event Operations

- Plan **transport** for **athlete** and officials.
- Tools for **event registration**, flight booking, resource management, etc)
- Conduct **educational seminar** on **WADA** doping test procedures and supervise athlete doping test during competition.
- **Medal ceremony** preparation and execution
- Manage Olympic Solidarity projects.

Funding

Find sport event sponsors or **funding partners** for schools of special kids.

Administration

- Administration activities such as filing of **annual financial returns, MoM's**, etc.
- **Logistics** of federation banners/rollups, results scoring system, stationeries from office to venues and back.
- Coordinate with on venue event results service providers for **flawless integration** with **database** for **LIVE results** and with on venue TV production crew for **LIVE feed** on official **YouTube** and social media platforms.

Major Milestones Achieved

- **Improved FINA's digital rank** within the summer sport IFs from rank 22 to rank 2 in just two years. Extracting meaningful insights from vast data was the key to define objectives and achieve the goal.
- **Recognized by leading print media** for organizing sport events for **special kids**
- **Self-implement** an online shop using an **opensource E-commerce** platform.
- Successfully deliver **P&G's MOM** campaign during the **London 2012 OG**
- Received **multiple awards** as software engineer at ATOS and LTIMindtree.