

Ausim Khan, country manager, channel business, Emerson Network Power India, thrives on challenges. He goes by the adage that wherever there is a challenge there is an opportunity.

“To take business on a high-growth trajectory, a leader has to take multiple challenges into consideration and devise the right strategies to minimise threats. And I think that’s where an individual’s vision comes into play,” he says.

Khan currently oversees the company’s channel business in India, which entails managing inventories, rolling out channel growth plans, ensuring reach for Emerson and its product portfolio as well as growth in revenue and profitability for its partners.

“While there is the primary task of managing the company’s channel presence and business, there is also an inherent responsibility to ensure a profitable business proposition for our associates and partners, and keep growth intact,” he says. The biggest challenge at hand, of course, is to deliver growth that is not only profitable for the company but also sustainable in the long run.

Khan has been with Emerson for the last six years. He has earlier also been associated with companies like Tech Pacific and BenQ.

On industry trends and opportunities, Khan says that the Indian telecom sector has huge potential to attract foreign investment, though speedy implementation of new technologies is required to set off a new wave of investments. He sees a lot of scope for consolidation. The key areas of concern, meanwhile, are operational expenditure and profitability, which will be the main points of focus for operators.

As a leader, he believes that trusting one’s team and supporting them to deliver the best results is very important. “Though my role involves overall responsibility of the channel business, I give my team the freedom to manage certain businesses in their own way and pass on a part of the responsibility to them in the form of processes and targets.”

Khan is used to delivering results within set parameters and trains his team to do the same. Outlining his strengths as a professional, he says, “In spite of having a large team, I am able to work closely with each member. This translates into being proactive and on top of business situations, and adapting oneself to work in different conditions.”

Khan has a B.Tech. and an MBA from Aligarh Muslim University. His family comprises his wife Shabana and daughters, Amna and Mariya. When it comes to unwinding, there’s nothing like a good book or music to lift one’s spirits, says Khan. He reads every night. On weekends, he likes to explore different restaurants.

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