

Sterlite Technologies has announced three key leadership appointments. The company has appointed Nischal Gupta as chief transformation officer, Manish Sinha as chief marketing officer and Sanjeev Bedekar as chief delivery and technology officer, telecom services.

As the chief transformation officer, Gupta will lead the company in its transformation journey by bringing in world-class practices, technology and processes to operate in a fast-paced digital world. He has over 20 years of experience in transformation, strategy, process excellence, technology integration and programme management. In the past, he has worked with Flipkart, Maruti Suzuki, Escorts, Fujitsu, IBM, HP and Lenovo.

Sinha brings over 20 years of experience in marketing and building brands, and launching product lines. He has managed large profit and loss deals (P&L) in India and the US, across the internet, IT, media, banking and outsourcing businesses. He has been associated with QuikrHomes, Commonfloor.com, WNS Global Services, Capital One Financial, Infosys and McKinsey in the past and has been a founder of several start-ups. In the CMO's role at Sterlite Technologies, Sinha will be responsible for leading the company's global marketing strategy to enable top-line growth and exponential customer engagement.

Meanwhile, Bedekar will drive the service delivery and technology portfolio for Sterlite Technologies' network services business. He brings over 30 years of experience in IT and telecom, having held leadership positions at Department of Telecommunications, Bharti Airtel, Tata Teleservices Limited, Reliance Infocomm, and TCS, in the fields of technology, customer experience and business development. He has led roll-outs of large greenfield networks with focus on operations, planning, quality, governance for wireless, optical transport and fixed-line broadband networks that span diverse technologies (2G/3G/4G) and geographies in India, Sri Lanka and Bangladesh. In his earlier role as chief executive officer of Telesonic Networks, Bedekar led the technology and service delivery for Airtel Broadband, enterprise services and optic transport network for mobile networks.

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