Amit Bishnoi is an IT and communications expert. In the past two decades he has worked in business development and country leadership roles with companies like IBM, Aspect, Verint and AGC Networks, where he has helped them achieve a dominant market share in their respective fields.

He is currently with Oracle, serving as senior director for the company's Asia-Pacific (APAC) Communications Global Business Unit, where he is responsible for defining and executing the strategy for the communications enterprise business for Japan and Asia Pacific (JAPAC). His key focus areas are working with customers to optimise their communications infrastructure, helping them in their digital transformation journey and assisting in making technology an enabler for their business.

Bishnoi strongly believes that the telecom sector is poised for change on the enterprise side. "The transformation from time-division multiplexing (TDM) to session initiation protocol (SIP) in the network space has enabled enterprises to redefine their networks," he says. "Using this technology, enterprises can simplify the current network in terms of redundancy. They can leverage the existing infrastructure by interconnecting various disparate systems using SIP trunks and session border controllers. As for service providers, they would be able to offer more services to their customers in a secure, cost-effective and efficient way, providing better quality voice and value-added services." He continues, "The challenge, however, is creating awareness for this technology. It is already being adopted in the US, Australia and Europe, and India is not far behind."

As for his management style, Bishnoi likes to get into the details of things and tries to understand the "why" behind the strategies adopted by the team. This detail-oriented approach, he believes, helps him to better empower his team and monitor key deliverables. He derives strength from the strengths of his team, which he chooses very carefully. "I believe in hiring the right talent, leveraging their skill sets and keeping them motivated. I like to empower them and keep them focused," he says. That said, he confesses that he is a little impatient when it comes to getting results and this often keeps his team stretched.

Bishnoi is an electronics and communications engineer from the Birla Institute of Technology and holds an MBA in marketing from the Institute of Management Technology. He is a sports enthusiast, and likes reading books and watching movies in his spare time.

About Us We are Hiring Contact Us

Subscribe Privacy Policy Advertise Terms & Conditions

Copyright © 2010, tele.net.in All Rights Reserved