

Ashish Kamotra

CEO

Adapt Software IAP India Pvt. Ltd.

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Responsibilities:

- India and Neighbouring Countries for sale of Adapt CRM and its support.
 - Development center for Adapt CRM in India.
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- A marketing and CRM professional with more than 14 years of experience in consumer durables, office automations systems and information technology. Last 8 years of my career have been into CRM as core focus.
 - Started my career as a Trainee with Matsushita Electric Industrial Co. Ltd. Japan in 1991 and was responsible in setting up their service network in India. I was made responsible for technology transfer group for training service engineers on new technologies for hi technology consumer products.
 - 1994: I was made master trainer for Asia Pacific region technology group for National Panasonic brand consumer products
 - 1995 – 1998: Looked after marketing of various consumer products in Panasonic India.
 - 1998 – 2000: Promoted as country manager for customer relations in India and was responsible for managing all customer interactions and call center. During this period I was made responsible for setting up a call center for Panasonic customer care center in Singapore and Korea and successfully established technology and business strategy for customer management.
 - 2000 - 2002: Left Panasonic India and got into IT. Joined a US company called Synchrony as India business head and promoted their call center solutions to Indian call centers.
 - 2002: I left Synchrony and joined Adapt Software of USA as General Manager India operations for promoting CRM software in India and neighbouring countries. Promoted to the position of CEO in 2005.
 - Last 8 years of my career have been into focused around CRM (both from strategy side as well as technology side). During this period I have had experience of building CRM roadmaps for our customers and associate companies.
 - I have been working closely with some of management institutions for delivering lectures on CRM.
 - Lot of work has been done on studying Indian SMB segment and their acceptance for CRM.
 - Have worked with few of international consultants on CRM projects for various clients in North America.