

Arsalan Sipra

Senior Leader | 5G | IoT | AI and Analytics
| Organizational Transformation

Senior IT and Telecommunication professional with 13+ years of diverse experience in Solution Sales and Consultancy, Organizational Transformation and Service Delivery Program Management.



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SKILL SET

Sales and Solutions

Pricing and Contract Negotiation | Value Based Selling | Salesforce CRM | Developing Pricing Strategies | Relationship Management | Optimizing Service Delivery Model

Program Management

Resource Planning | Cost Control Management | Organizational Transformation | Technical leadership | Managing Virtual Team | Risk Management | Project Planning | Customer Relationship Management | Quality Assurance

WORK EXPERIENCE

Director Solution Sales - US Major Accounts

Nokia Solutions and Networks - Irving, TX

03/2018 – Present

Achievements/Tasks

- Respond to RFX's by scoping, pricing, negotiating and seeking internal approvals from key stakeholders at different levels.
- Capture opportunities by engaging in dialogs with customer and internal stakeholders, by identifying customer pain points.
- Tracking monthly, quarterly and annual sales forecast to meet the assigned targets for order intake, revenue and margin.
- Ensure smooth transition to delivery once the opportunity is WON, by arranging a PTA (Project Transfer Agreement).
- Set special focus on 5G, LTE FWA, AVA Analytics, TelcoCloud (Cloud IMS, OneNDS and HSS) and IoT. Promote programs like '5G acceleration and transformation Consultancy' and 'Cloud Transformation' to ensure smooth transition to 5G. Identify customers for '5G Container' trials to develop awareness of Nokia's 5G product capability and capture 5G market.
- Define sales strategies for Predictive Maintenance, Operational and Optimization Analytics using Nokia Analytics platform (AVA) for US Majors market.
- Recent top deals as Services Sales Manager include: 1)Nokia's first ever IOC(Integrated Operations Centre for Smart Farms) Commercial deal with Charter which also included the 5G trial at their Smart-Farm. 2)Nokia's first ever Standalone NB-IOT deal with Dish Networks with E2E deployment and maintenance. 3)Cox Fiber Analysis for future network growth.

Senior Director NPO Delivery Management for US Major Accounts

Nokia Solutions and Networks - Irving, TX

02/2016 – 03/2018

Achievements/Tasks

- Managed multiple Tier2, MSO and Enterprise customers, including CSpire, USCC, Comcast, Cox, Dish, Charter, Frontier, CenturyLink, Google etc
- Was accountable for P&L across all customer deliveries. Worked hand in hand with Customer Operations, Portfolio Sales and Global delivery teams to manage delivery cost, mitigate risk and generate change requests.
- Managed and coordinated day to day delivery of RF services , as per the contractual agreement. Maintained relationship with the end customer and internal stake holders, and handling escalations. Planned and forecast resources in collaboration with procurement and Radio line managers.
- Supported Solution Sales teams. Provided Delivery Costing and SoW support in response to RFXs.
- Supported Transformation office to bring in cost efficiencies. Transformed delivery models. Saved 1mUSD on multiple Continuous Improvement Programs per year (20% cost saving). Introduced new delivery tools and methods helped reduce cluster optimization cost by 40%.

Dual Role: 1) Practice Head Smallcell and In-building Solutions and 2) RF Line Manager

Nokia Solutions and Networks - Irving, TX

03/2014 – 02/2016

Achievements/Tasks

- Handled customer relationships with multiple customers including T-Mobile (FSC), Sprint, CSpire etc.
- Developed In-building Services delivery models that are competitive with the local turf vendor market space. Increased IBS Services topline revenue.
- Helped in developing 'HetNet Engine Room', a tool to calculate the TCO(Total Cost of Operation) for dense indoor and outdoor Smallcell.
- Developed sales strategy for US Market to position value added services related to Hetnet, IoT, 5G, CBRS FWA and Nokia's 3DGL.
- Line/Resource Managed more than 30 RF Engineers. Responsibility included Demand Supply planning, Cost Center Planning, Annual Development Reviews, Competence Development Plans, Employee Immigration Issues, Relocation/Business Travel coordination, Team Building sessions, etc.

WORK EXPERIENCE

NPO Project Manager - T-Mobile Modernization Project (2G, 3G and LTE)

Nokia Solutions and Networks - Jacksonville, Birmingham and Memphis

02/2013 – 03/2014

Achievements/Tasks

- Responsibilities included coordinating weekly customer calls related to project updates and escalations, creating Resource Requirement Plans, Maintaining Project Financials (Business Case vs Latest Estimate) on per period basis, generating vendor POs and coordinating with procurement, resource managers and other stakeholders.
- Lead KPI Correction/Seasonality Factor discussion with TMO national team which accelerate the 2g/3G cluster acceptances.

NPO Project Manager and Senior Solution Architect

Nokia Solutions and Networks - Middle-east and Africa

01/2011 – 03/2013

Achievements/Tasks

- As a Senior Solution Architect's, lead a team of Solution Architects working on multiple Radio(2G/3G/LTE) sales opportunities. Performed nominal plans and dimension architecture for RFP responses. Supported customer technical discussions on these solutions.
- Main Project Management responsibilities included: 1) Represent Technical Delivery during Sales to Delivery Transfer 2) Create financials, risk logs, and delivery plan along with resource planning for engineers, subcons and tools. 3) Eventually, handing over the projects to the permanent Project Manager.
- Main Projects/RFPs Supported: 1)"Zain Telecom - Saudi Arabia", In-Building Planning and Optimization Manager. 2)"Bharti Airtel - Madagascar", 2G/3G Managed Capacity Project Director 3)"Telenor- Pakistan", Network Modernization RFP Solution Architect. 4)"Mobilink – Pakistan" Mega Modernization RFP Solution Architect. 5)"Ufone-Pakistan" - Network Modernization RFP Solution Architect.

Radio Network Optimization Lead for Telenor Project - Central Region

LCC Pakistan (Pvt) Ltd. - Lahore, Pakistan

02/2008 – 12/2010

Achievements/Tasks

- Managed more than 2000 new sites deployment, along with Siemens to Nokia Swap of more than 1500 sites.
- Also, managed Capacity Optimization project for over and under-utilized nodeBs, including Special Events Planning and Monitoring Service.

Senior Radio Network Lead Central Region - Ufone Project, Pakistan

AIRCOM International (Huawei- Ufone Project) - Lahore, Pakistan

08/2007 – 02/2008

Achievements/Tasks

- Responsibility included RF and Parameter Audits/tuning, WO Creation, Load Balancing, BSC/RNC Re-homings, Feature activation and KPI monitoring.

Senior Radio Network Engineer

Warid Telecom (Pvt) Ltd. - Lahore, Pakistan

01/2007 – 08/2007

Achievements/Tasks

- Handled BSS Planning & Dimensioning, Transcoder Pool adjustments, Spectral refarming exercises, BSC/RNC Rehomeing and Paging Analysis.

Radio Network Consultant

Nokia Networks - Pakistan and Iran

07/2005 – 08/2006

Achievements/Tasks

- Handled RF planning for coverage and capacity sites, frequency/neighbor planning, work order creation and site/cluster level Optimization.

EDUCATION

Bachelor of Sciences in Computer System Engineering

Ghulam Ishaq Khan Institute of Engineering Sciences & Technology, Topi, Pakistan.

08/2001 – 06/2005