**Kishore Jethanandani**

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**Social:** Twitter:@kishorejets, @futuristlens

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**Objectives:** Thought leadership to articulate the value of intersecting emerging technologies and their business solutions

**Summary;**

* Over five years of experience writing blogs and articles for publications--UBM TechWeb, Techbeacon, Light Reading, and Techopedia
* Lead writer, for over ten years, focused on B2B technology marketing content for enterprise software and telecom clients
* Have written white papers, case studies, and articles for B2B clients and conducted Q&As with CXOs in the software-defined telecom industry
* Writing experience in analytics and artificial intelligence, blockchains and data exchanges, cloud computing and software-defined networks, Internet of Things, mobile devices, and computer vision
* Ghost writer for multiple CXOs and founders in the technology industry
* Over eight years as a Financial Journalist at the Economic Times, the Business Standard and the Observer of Business and Politics in New Delhi, India
* Over 20 years of Business Writing, including industry, market, and economic trends, financial markets.
* Completed projects for financial services clients—Wells Fargo, GlobeOp Financial Services, Nair and Company, and Harvest
* Researched and wrote book-length industrial economic research reports on technology as lead writer and research consultant to the World Bank, the Canadian International Development Agency, the United Nations University, Indian Planning Commission, and the Indian Ministry of Industry

**Education**

Regis University, Denver, Colorado, 5/2002-5/2004

MBA (Strategy)

Jawaharlal Nehru University, New Delhi, India, 07/1978 to 07/1980

MA (Economics),

Jawaharlal Nehru University, New Delhi, India, 08/1980 to 07/1984

M. Phil (Economic History)

Institute of Chartered Financial Analysts of India, Hyderabad, India, 1988-1992

Diploma in Business Finance

Northwestern University, CSUEB, UC@Berkeley and Keller School of Management

Additional coursework in market research and business strategy, multivariate statistics, SAS and business intelligence

**Professional Experience**

**Editor, FuturistLens Magazine on Apple News, San Francisco, California, February 2018—**

* Completed features on 5G’s impact on sports experiences, urban transportation, and collaborative robotics
* Wrote articles on the future of AI in the autonomous car market, natural language processing, and the Internet of Things
* Published articles on data exchanges and blockchains, competition in the software-defined networks, and IoT platforms
* Completed an article on smart city applications founded on data exchanges and blockchains
* Working on an article on AI for accelerating drug discovery
* Researching articles on AI-powered supply chains and direct-to-consumer retail space, digital transformation and economic prospects

**Ghost Writer for Top 100 CIO May 2019—**

* Wrote and edited three articles on supply chain, hyperscale computing, and AI, impact of predictive and prescriptive analytics on performance assessment and talent management in a digital world for the CIO of Ricoh, USA.

**Contributing writer, Techopedia, February 2019---**

* Published article on the top 5 myths of blockchains
* Another on AI in the enterprise
* A third on Digital Twins
* Published an article on enterprise printers and cybersecurity
* Currently, researching an article on 3D data visualization for collaboration and decision-making with natural interaction and mixed reality

**Ghost Writer for StoryLab Marketing/Link Consulting August 2019—**

* Published an article on CIOs making decisions in the 5G environment
* Submitted an article on Digital twins as decision tools for CIOs in the 5G Core Stand Alone environment

**Editor, eBook on Cybersecurity**

* Edited an eBook for a cybersecurity professional **August 2019**

**Freelance Writer, NewsCred/IBM April 2019—June 2019**

* Completed long-form articles on application servers, and continuous testing

**Freelance Investment Writer, Harvest Feb 2019—July 2019**

* Completed seven blog posts on systematic asset and investment allocations, digital technologies for advisors, fiduciary rules and compliance and active versus passive investing

**12th Wonder LLC, Dublin, California, Freelance content writer, June 2018—July 2018**

* Completed a case study of digital transformation of engine testing at Honda
* Wrote web content
* Completed a white paper on automation of engine testing with digital technologies

**Creative Circle, San Francisco, Boston 09/29/2015--Present**

**Clients Served:**

**GovBizResults March, 2019**

* Completad a White paper about a cybersecurity solution for the defense and intelligence agencies

**Roofstock 01/28/2019—01/30/2019**

* Web content writing on securitized single-family home rentals

**RingCentral 02/07/2018—02/13/2018**

* Wrote draft blog posts on digital transformation, multi-clouds, and 5G for Enterprise Connect 2018

**Apcera, San Francisco, California 09/29/2015---10/23/2015**

**Copywriter and Editor**

* Blog writer: Lead writer of blogs on digital businesses driven by containers, DevOps, and governance of micro-services enabled applications
* Researched white paper on policy management for micro-services enabled cloud-native applications
* Edited drafts that were written by engineers and marketing staff

**Platform9, Sunnyvale, California 12/28/2016—01/15/2017**

Wrote a white paper on a framework for cloud-native OpenStack MANO technologies for managing software driven telecom networks

**Light Reading, San Francisco (Remote) Freelance Lead Contributor 09/2016—01/2018**

**Responsibilities: Blog posts, social media conversations**

* Contributed content about the digital transformation of telecom service providers including SDN controlled programmable and virtual networks, VNFs and SDN controllers, AI and machine learning in network management, 4K video streaming, and associated services like smart cities, unified communications, autonomous cars and more.

[EKA Innovations/Procurify](https://www.procurify.com/)**, Vancouver/British Columbia, Canada (Remote) Feb 2017—March 2017**

* Lead writer of white paper on savings and value creation with automated indirect spend management in supply chains

**Serendio , 07/20/2015—09/15/2015**

**Consultant, Content Marketing and Lead Writer**

* Completed white paper on agile big data strategy

**Cypress Consulting 10/2013**

**Lead Marketing Content Writing Contractor**

* Completed a white paper on ECM enabled compliance in the credit union and healthcare industry

Wrote a sales presentation based on the research completed for the white paper

**UBM TechWeb, New York (Remote) 10/2012—06/2016**

**Blog Writer**

**Responsibilities:** Blog posts writing, research, and social media conversations

* Lead writer of blog posts on technology solutions, including clouds, artificial intelligence, mobile applications, software-defined networks, finance, and Big Data, for several publications of UBM Techweb.
* Also wrote for SaaS in the Enterprise, All Analytics, Future Cities, The Mobility Hub, The Service Provider IT Report, Digital Canvas Retail, Collaborative Planet, Digital Draw, Better Banking Systems and Innovation Generation which have since been closed down

[eyeCam](https://www.crowdfunder.com/eyecam) **LLC / Foundation Productions LLC, San Francisco California 09/2007 – present**

**Director/ Business Plan Lead Writer/Chief Analyst**

**Responsibilities:** Business Plan Writing, Communications, Partnership development, Team Development, and Fundraising.

* Currently conducting research on securitized tokens as an option for funding, liquidity for partner equity, and valuation of intellectual property
* Wrote and updated business plan for eyeCam LLC, a start-up in the Wearables, Mixed Reality and IOT space
* Completed business plans for LED Wheels and GasolineMeter, two start-ups in the connected car space
* Formed equity-compensated teams for engineering, patent filing, legal contracts, user-interface design, communications and product development.
* Established relationships with FTI Consulting, Blackstone IP, Stratford for Managers, Silicon Valley Bank, OceanTomo and Intel Capital for fund-raising, intellectual property valuation and an exit.
* Supported fund raising efforts and acquisition targets with research

**Ward Hill Marketing, Boston (Virtual) 08/2011—09/2012**

**Consultant/Lead Writer**

**Responsibilities: Research, Writing, Client discussions**

* Wrote and researched a marketing plan for a client of Ward Hill Marketing, Benu Networks, in the 4G EPC-enabled intelligent traffic and services management space.
* The first draft completed a review of the market and competitive trends.
* For the second draft, covered in detail market opportunities in the Asia-Pacific and the Latin American regions, roaming markets and M2Mas well as issues related to the allocation of the radio spectrum.
* The final draft reviewed opportunities for strategic alliances in the telecom software and services platform industry as well as professional services and systems integration industry.
* Wrote a white paper on the optimization of traffic on heterogeneous networks for reducing traffic flows, optimizing bandwidth utilization of multiple networks and caching.
* Another white paper about reinvention of Wi-Fi networks for generating additional revenue, cost reduction and improved quality of service with intelligent management and another version for the Asia-Pacific market
* Contributed to an update of a marketing plan for a client in the automated supply chain industry and covered the systems integration market in supply chain management, outsourcing of medical device and pharmaceutical manufacturing.
* Completed research on next-generation telecom networks for a Texas-based network client

**Empire Research Group (Virtual), 09/2010-09/2011**

**Project Manager/Marketing Writer**

**Responsibilities:** Sales Presentations development, research, and writing.

* Completed a core story on mobile enterprise applications and implications for IT services for an IBM sponsored presentation for one of its resellers.
* The hundred-page sales presentation included slides on datacenter optimization and virtualization, desktop virtualization, mobile enterprise applications including collaboration and workforce automation.
* Completed research document for Accountants Australia on the landscape for business services in Australia including the retirement of business owners and their needs for tax advice and financial services, valuation of their businesses and exit strategies.

**BDNA Corporation, Mountainview, Ca. 01/2010-05/2010**

**Lead Marketing Writer/ Social Media**

**Responsibilities:**

* Marketing content writing and social media.
* Wrote white paper on extracting intelligence from Microsoft SCCM operations data.
* Contributed to the corporate Blog posts on data center management, cloud computing, and virtualization.
* Engaged in marketing related social media conversations on Linkedin and Twitter.

**e2Open, Foster City, California 05/2007-09/2007**

**Marketing Lead Writer**

**Responsibilities:** Marketing content development, client interaction.

* Completed a thought leadership paper on global supply chain management.
* Wrote a case study on Celestica.

**Stratecast, Frost and Sullivan, Denver/Virtual 02/2007-09/2007**

**Consulting Analyst/Lead Writer**

**Responsibilities:** Marketing content development, research, client interaction

* Collaborated with Dr. Lorien Pratt to write a white paper on predictive analytics for IT operations for BEZ Systems.

**Siebel Systems, Emeryville, California 02/2005—10/2005**

**Contract Technology Writer**

**Responsibilities:** marketing content, research and writing.

* Wrote web content on business intelligence,
* Wrote White Papers on balanced scorecard, Sarbanes-Oxley, Predictive Analytics, Real-time and Pervasive Intelligence, and suppliers of business intelligence software.

**Datacomm Research, St. Louis, MO (Virtual) 04/2001-02/2002**

**Industry Analyst**

**Responsibilities:** Industry Research and Writing.

* Completed a research report on wireless applications and storage area networks.

**Salestar/CCMI, San Francisco, CA 11/1999-03/2001**

**Telecom Market Research Specialist and Lead Writer**

**Responsibilities:** Market/Consumer/Competitive Research.

* Completed competitive intelligence reports at regional levels for Sprint ION.
* Identified price points for telecom services (unified messaging, exchange services and VPN) offered by C-Beyond.
* Identified key competitors at the local level in 50 MSAs in the USA.

**Economic Times, Business Standard, Observer of Business and Politics, New Delhi, India 02/1990-April 1998**

**Business Journalist**

**Responsibilities:** Financial/Economic/Industry writing and editing.

* Worked on staff as an editorial and features writer for Observer and Business and Politics till November 1992
* Wrote over five hundred articles on economic policy, deregulation, macroeconomics, international trade policy, industry trends, software and telecommunications industries, market trends and competition and globalization.

**Economic Times, Business Standard, Clothesline, Chartered Financial Analyst Magazine 02/93-03/98**

**Freelance Editorial and Features Writer**

**Responsibilities:** In-depth features and editorial articles

* Contributed weekly articles to the editorial page of the Economic Times on economic policy issues, industry trends, financial securities and regulation
* Wrote articles on infrastructure finance, tourism finance and financial securities regulation for the Chartered Financial Institute
* Contributed articles on trends in the apparel industry for Clothesline
* Wrote features for the Business Standard

**Expert Committee Report on Small Industry 12/1996-04/1997**

**Editorial and Features Writer**

**Responsibilities:** Editing/Writing/Economic Research.

* Collaborated with Dr. Rakesh Mohan, the Secretary of the Committee and Dr. Abid Hussain, the Chairman, to edit a report on the reform of the policy for small scale industry and contributed two chapters.

**Canadian International Development Agency 04/1995-10/1996**

**Managing Contractor and Research Consultant,**

**Responsibilities:** Project Management and Leadership, Research and Writing, Client Negotiations

* Managed a team of four consultants and completed research and writing on two reports—intellectual property protection and generation and consumer protection.
* Made recommendations for Indo-Canadian co-operation in legal reform for consumer protection and collaboration in intellectual property protection reform.
* Completed report on Users’ perceptions of Telecom Regulation.
* Suggested ideas for university-academia collaboration for technology commercialization.

**Economist at the National Council for Applied Economic Research, Indian Council for Research in International Economic Relations, The Policy Group, The Bureau of Industrial Costs and Prices 10/1980-02/1990**

**Responsibilities:** Industry Analysis, applied economic research and report writing

* Submitted a book-length research report to the World Bank on the impact of imports of computerized numerically controlled machine tools on the evolution of the Indian Machine Tools Industry.
* Contributed to a study on [technology development in India](http://archive.unu.edu/unupress/unupbooks/uu04te/uu04te12.htm) for a United Nations University global reports
* Wrote a book-length research report on the international trade performance of the Indian Textile Industry compared to East Asian economies for the Indian Planning Commission.
* Prepared a report on the impact of foreign trade regulation on the Indian auto-components industry at the Bureau of Industrial Costs and Prices.
* Assisted in the study of the Indian Coal Mining Industry for the International Development Research Center and independently wrote a report on adoption of Longwall mining.
* Collaborated with the University of Lund on a research study on machine tools.
* Completed reports on industries for the Confederation of Indian Industry.
* Wrote training materials for executives at the management consulting firm, the Public Enterprises Center for Continuing Education.

## **Short-term Freelance Projects for clients in Technology and Finance Industry**

**Ghostwriter for Founder and CEO. Emagia January 2019**

* Completed an article on self-driven digital factories optimized with artificial intelligence, IoT and blockchains for publication by Deloitte

**Contractor for Aera Technologies September 2019**

* Completed three emails and a blog post on direct-to-consumer retail and AI-powered supply chains

**ReimbursementRx November 2018**

* Wrote blog post on young doctors acing salary negotiations for employment in big hospitals

**Social Media at Oracle Open World 2016** for Hitachi Consulting, contracted with Chatterblast Media **Sep 2016**

* Tweeted on cloud computing and other topics at the conference

**Quinault Capital November 2015—March 2016**

**Senior Writer**

* Wrote articles and interviewed subject matter experts on issues on mergers and acquisitions, business development, and investments in start-ups

**TechBeacon, San Francisco (Remote) 06/2015—01/2016**

**Writer**

* Wrote blogs on Internet of Things, Connected Cars and DevOps

**Twilio, San Francisco (Virtual) 09/2011—09/2011**

**Ghost Writer**

* Ghost writer for a guest column for product development manager on cloud hosted telephony and the death of on-premise telephony.

**Xactly Corporation, San Jose, California 07/2011-07/2011**

**Blog Writer**

* Ghost writer of a blog post on cloud-based sales compensation solutions for CEO of Xactly Corporation.

**GlobalOp Financial Services, New York/Virtual 05/2011-06/2011**

**Lead Financial Writer**

**Responsibilities:** Preparation of a presentation for a director of the company

* Completed a presentation on investment trends and strategies in the hedge fund industry after the 2008 recession.
* Director of GlobeOp Financial Services presented the deck at MFA, the industry organization for hedge funds.

**Optibase, Sunnyvale, California, 11/2008-02/2009**

**Lead Marketing Writer**

**Responsibilities:** Writing marketing content, client interaction.

* Completed brochures on IPTV applications in three sectors.
* Wrote a case study on South Miami.
* Completed product briefs.

**Wells Fargo Bank, Wealth Management, San Francisco, Ca. 09/2008-11/2008**

**Lead Writer/Editor**

**Responsibilities:** Economic Analysis and writing, marketing content and operational reports.

* Completed white paper on automotive electronics and IT for fuel cost reduction in the transportation industry.
* Wrote monthly commentary on economic trends and edited asset allocation reports.

**Nair and Company, Sunnyvale, California, 06/2008-07/2008**

**Financial Writer**

**Responsibilities:** Marketing content development on financial services offered by the company

* Wrote content on international corporate finance including accounting, tax and capital structures

**Invertu, Las Vegas, NV (Virtual) 11/2006-03/2007**

**Managing Editor/Director**

**Responsibilities:**

* Project Management, Financial Content Development, Social Media.
* Participated in design of proposed Web 2.0 investment web site.
* Completed research and writing on retail and retirement investment products.

**Factor TG, San Francisco 08/2006—10/2006**

**Manager, Analytics**

**Responsibilities:**

* Statistical analysis of large consumer datasets, marketing research.
* Conducted statistical analysis on questionnaire data with SPSS.
* Completed ad and brand effectiveness studies for Nissan Versa, Sub-zero and Hyundai Santa Fe.

**Mediasmith, San Francisco, California 06/2006—07/2006**

**Analyst**

**Responsibilities:**

* Consumer data analysis, social media, search engine optimization (SEO).
* Completed search engine marketing related keyword search and data analysis for Hyperion, American Express and Hedgestreet.

**H&M Consulting, New York (Virtual) 06/2006—06/2006**

**Responsibilities:**

* Survey Research.
* Completed channel check for security software for a client in financial services industry.

**Cisco 06/2006—06/2006**

* Conducted data analysis with Excel to evaluate marketing channels.

**RedBricks Media, San Francisco, California 02/2006—05/2006**

**Consultant**

**Responsibilities:**

* Statistical analysis, social media and market research.
* Completed a presentation on use of Taguchi methods for analysis of ad effectiveness.
* Conducted search engine market analysis for Investors’ Business Daily and Adobe.

**Velociti Partners, Walnut Creek, Ca. 02/2005—04/2005**

**Contractor for Competitive Intelligence Analysis**

**Responsibilities:**

* Competitive Intelligence of software companies in the content management space.
* Completed two competitive intelligence reports for Vignette, a client of Velociti Partners.

**Ringcentral, San Mateo, California, 02/2004—02/2004**

**Responsibilities:**

* Questionnaire design and writing, client interaction.
* Wrote a questionnaire to segment the market for telecom services in SMB markets.

**DeVry University, San Francisco unit, 11/2004—12/2004**

**Adjunct Faculty**

**Responsibilities:**

* Teaching economics.
* Taught a course in economics to college students at San Francisco center.

**NYLF, San Jose camp 07/2004—08/2004**

**Faculty Advisor**

**Responsibilities:**

* Teaching entrepreneurship, project management.
* Managed a group of 20 high school students learning about entrepreneurship.

**First Analysis, Chicago, IL 09/1999-09/1999**

**Responsibilities:**

* Editing of Financial Reports.
* Completed editing of equity research report for the security software industry.