

NITIN MEHRA

Chief Business Officer | Strategic Advisor | Business Transformation & Turnaround Leader

Telecom | Broadband | OTT | Digital Infrastructure | Fractional CXO

Kolkata, India | Remote Available

+91-9830477553

Mailto: mehranits@gmail.com

LinkedIn: [nitin-mehra-1b255912](https://www.linkedin.com/in/nitin-mehra-1b255912)

Website: nitin-mehra.my.canva.site

EXECUTIVE SUMMARY

Senior business leader and Strategic Advisor with 30+ years of experience advising telecom, broadband, OTT, and digital infrastructure businesses on **growth strategy, market expansion, and business transformation**.

Expertise includes:

- Distribution-led business models and revenue scaling
- Telecom and cable ecosystem evolution
- OTT growth, content partnerships, and monetization strategies
- Market entry and expansion across India, MENA, and SAARC

Currently advising organizations and leadership teams on **performance improvement, strategic partnerships, and go-to-market execution**, while also serving as Chief Business Officer.

ADVISORY EXPERTISE

Business Transformation & Turnaround • P&L; Leadership & Revenue Acceleration

Strategic Partnerships & JVs • Distribution Scaling • Telecom & OTT Ecosystems • Go-to-Market Strategy

STRATEGIC ADVISORY EXPERIENCE

- Advising telecom, broadband, and digital infrastructure companies on **business transformation and revenue growth strategies**
 - Supporting CXOs and investors on **market entry, expansion, and competitive positioning**
 - Providing insights on **distribution models, pricing strategies, and subscriber growth**
 - Guiding OTT and content platforms on **partnerships, monetization, and regional expansion**
 - Enabling organizations to improve **operational efficiency and EBITDA performance**
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SELECT ADVISORY THEMES

- Telecom & Cable Industry Transformation
 - OTT Growth, Content Strategy & Partnerships
 - Distribution Network Scaling & Monetization
 - Market Entry & Expansion (India, MENA, SAARC)
 - Revenue Optimization & Pricing Strategy
 - Strategic Alliances & Joint Ventures
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PROFESSIONAL EXPERIENCE

Alpha Zeta Consultancy

Co-Founder & Chief Business Officer | 2024 – Present

- Leading business strategy and growth initiatives across telecom and digital services
 - Driving expansion into broadband, IPTV, and OTT segments
 - Building strategic partnerships and scalable business models
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Ekam Convergence Pvt Ltd

VP – Business Operations (Consulting Engagement) | 2024

- Advising on growth strategy, partnerships, and market expansion
 - Supporting business transformation and revenue optimization initiatives
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Rockstreamer Pte Ltd

Strategic Advisor (Consulting Engagements) | 2023 – 2024

- Led strategic partnerships and content acquisition initiatives
 - Enabled OTT platform growth through regional alliances and distribution strategy
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SITI Networks (Indian Cable Net Co Ltd)

DGM – Sales & Operations | Business & Unit Head | 2013 – 2023

- Led large-scale cable television and broadband operations with full P&L ownership
- Expanded market share to over **50% in Bihar** and strengthened presence across key regions
- Delivered sustained revenue growth and EBITDA improvement
- Built and scaled distribution ecosystems across multi-state markets

Key Achievement:

Turnaround of Bihar JV within 2.5 years into a profitable growth unit

MSM Discovery Pvt Ltd (Sony Group)

Deputy Associate Director | 2002 – 2013

- Led nationwide distribution expansion and revenue growth initiatives
- Delivered subscription revenue growth exceeding **15% YoY**
- Supported major channel launches and market expansion

Key Achievement:

Contributed to organization's **INR 1000 Cr revenue milestone**

EARLIER CAREER

Zee Turner Ltd

Turner International India Pvt Ltd (Time Warner)

Torrent Pharma (Torrel Cosmetics Division)

Business India Information Technology Ltd

EDUCATION

Bachelor of Commerce (Hons)

University of Calcutta

LANGUAGES

English | Hindi | Bengali | Punjabi