

SESHADRI VISWANATHAN

Bengaluru, Karnataka | +91-9886414641 | sesh.vish@gmail.com

PROFESSIONAL SUMMARY

Seasoned operations and communications professional with 25+ years across corporate and agency environments. Proven ability to manage vendor relationships, negotiate service contracts and fit-outs. Combines the strategic discipline of a Director-level communicator with hands-on operational experience managing budgets, third-party vendors, and administrative functions.

Available immediately for an Administration Head role.

CORE COMPETENCIES

PUBLIC RELATIONS	CORPORATE COMMUNICATIONS	NEGOTIATIONS
VENDOR MANAGEMENT	BUDGET TRACKING & COST CONTROL	COMPLIANCE MAPPING AND TRACKING
EXECUTIVE SUPPORT	CROSS TEAM COORDINATION	VENDOR MANAGEMENT

PROFESSIONAL EXPERIENCE

Director, Public Relations & Corporate Communications | Flags Communications Pvt. Ltd.

Bengaluru, India Nov 2024 – June 2025

- Delivered Public Relations and Corporate Communications functions for a varied set of clients according to their requirements
- Was instrumental in developing strategy and execution plans for delivering optimum results within stipulated budgets
- Worked with cross-functional teams to understand communication needs / requirements of clients and delivered to their optimum satisfaction
- Delegation of authority

Head - Corporate Communications & Social Responsibility | Amway India Enterprises

Bengaluru & Pan-India | approx. 12 years

- Oversaw both Corporate Communications function and CSR function with a team of 5 members reporting to me
- Budget development, identifying PR agency (vendor) to provide PR support and CSR implementation agency to identify CSR suitable PR partners

Both these roles involved identifying the right set of partners keeping the budgets and quality of deliverables in mind.

- Raising funds through distributors through ticketed events
- Prior to Amway India Enterprises, I have been associated with organizations like OCL India Pvt. Ltd, Herbalife International India and Shaklee India Pvt. Ltd. wherein I have:
 - Played a key role in drafting content for internal newsletters and designing them with an eye for details and cost
 - Been responsible for Event Management
 - Identify and onboard agencies / vendors who will be of support to the organization and deliver optimum results within the stipulated budget (and to the desired level of expectation and efficiency)
 - Managed a team of 20+ agency professionals and in-house executives to manage the workload (which included Corporate Communications teams and cross-functional teams)

EDUCATION

- **MBA - Marketing (With major in Advertising) | India**
- **Bachelor's Degree in BA | India**

TOOLS & TECHNICAL SKILLS

- Microsoft Office Suite: Word, Excel, PowerPoint, Outlook
- Google Workspace: Docs, Sheets, Drive, Gmail, Calendar
- Remote collaboration: Zoom, Microsoft Teams, Slack
- Document management, digital filing, and vendor portals

WHY MY BACKGROUND IS RIGHT FOR THIS ROLE

Senior communicators operate at the intersection of strategy, operations, and stakeholder management. Managing PR campaigns at Director level requires negotiating vendor contracts under budget pressure, coordinating across cross-functional teams, and ensuring operational excellence - the same competencies that drive effective administration. My background equips me to communicate with both vendors and leadership, manage expectations, and ensure seamless facility and office operations.