

Business Development & Project Management



BALDY RAKHRA

Established global leader, project manager, and business development expert with a 20+ year history of success, driving performance, innovation, and expansion within cutting-edge international tech companies and startups.

Recognized for the ability to generate new partnerships and maintain existing relationships with C-level executives, stakeholders, managers, and clients to effectively execute revenue-driven strategies and achieve sustainable growth across North & South America and Southeast Asia.

Advanced technical mindset demonstrated through expertise in software and creative project management, business intelligence and track record of guiding the end-to-end execution of complex projects.

companies Baldy has worked with...

Baldy has worked directly or on contract with some of the largest companies in Gaming, Application Development and Media and Entertainment.



i-gaming and casino experience



Developed and managing all lines of business for Genesis for their social and real money slot games. I successfully setup content agreements with the major platforms and operators in the i-Gaming and Social gaming companies in North and South America and Europe. Also setup an entire offshore creative and development team.

Worked with Jackpot software and helped them with their regulated license and setting up their online HTML5 platform for them in the Bahamas.



I created a stand-alone company for Mojo Games (a well-established online gaming company that provides a B2B and B2C multi-gaming platform) In India. Also brought on 6 new partners in India for them. I project managed converting their downloadable client poker to HTML5.



LUCKY BUCKS
GAMING GROUP

Lucky Bucks is a digital skill-based coin operated amusement machine (COAM) route operator based in Georgia. I helped procure the machines and content for them. Worked closely with content, hardware manufactures, testing and regulatory bodies.



Director of Player & Casino Development. Worked alongside BI, technology, operations, and guest relations teams to create and execute and online player tracking system and streamlined player development.

projects and accomplishments



Consulted for Nike and Project Managed the implementation of a complete offshore dashboarding project. The project provided an automated, custom configured dashboard, powered by supporting Smartsheets and business logic that captured the initiatives, status and tracking metrics to help execute the offshore program.



Opened Electronic Arts (EA's) first stand-alone studio in Hyderabad India. Setup a hybrid-based model using F/T local staff with a third-party vendor for scaling resources



Set up external studio for a Gaming company in India. We started with simple low hanging work and escalated to full game development (Creative, Development and QA). It was a true onshore/offshore model. Managed over 70 head count (artists, animators, engineers and QA)

Moved to LA to work with Reliance MediaWorks and Digital Domain. Worked with the local teams in LA and managed a team of 100 head count in Mumbai.



Worked with Marvel Comics, Cartoon Network and a Singapore based Media & Entertainment company (Protein Entertainment) – to setup Edutainment centers in India



projects and accomplishments

- **2020** – Spearheaded the development and implementation of a new inventory management and sales tracking system at a timber manufacturing company. Led requirements gathering, documented workflows, reviewed legacy system, captured data, and setup key reports for stakeholders using Google Suite and Google Data Studio.
- **2018** – Consulted for Nike and Project Managed the implementation of a complete offshore dashboarding project. The project provided an automated, custom configured dashboard, powered by supporting Smartsheets and business logic that captured the initiatives, status and tracking metrics to help execute the offshore program.
- **2015** – Set up external studio for Genesis Gaming in India. We started with simple art, then moved to animation, and eventually worked the entire game development pipeline offshore. It was a true onshore/offshore model follow the sun model. Managed over 70 head count (artists, animators, engineers and QA)
- **2014** – Moved to LA to work with Reliance MediaWorks and Digital Domain. Worked with the local teams in LA and managed a team of 100 head count in Mumbai.
- **2012** – Set up external team for a large creative company GANZ, they were downsizing and wanted art and animation externalized. Set up studio for them 80-person team.
- **2010** – Worked with Marvel Comics, Cartoon Network and a Singapore based Media & Entertainment company (Protein Entertainment) – to setup Edutainment centers in India
- **2009 to 2012** – Worked with one of India's largest Animation Studios Xentrix Studios and managed client outsourcing for: Disney, Nickelodeon, Warner Bros and Zynga.
- **2008** – Opened Electronic Arts (EA's) first stand-alone studio in Hyderabad India. Setup a hybrid-based model using F/T local staff with a third-party vendor for scaling resources