

Career Opportunities in Media Industry

MATS Institute of Management and Entrepreneurship (MIME) organized a special session on Entrepreneurship & Career opportunities in Media Industry for the first year PGDM students on 23 September 2014. Mr.Srinivasan, Co- founder of Amagi Media Labs shared his experience of becoming an entrepreneur and also the various career opportunities available for the fresh management graduates in the media industry.



Mr. Srinivasan, Co-founder, Amagi Media Labs

About Mr. Srinivasan

Mr.Srinivasan is the co-founder of Amagi Media Labs, the world's largest platform for delivering targeted TV content and advertising anywhere across the globe. He is also the co-founder of Impulse Soft, world-wide leader in wireless audio. Later, as a Board member and Director of Sales at Impulse Soft, drove strategy and sales execution. As a part of Impulse Soft team, he led the development of technology products through their complete lifecycle from product conception to delivery.

Impulse Soft was acquired by SiRF Technology in 2005 for its technology leadership in Bluetooth. Headed wireless business development for Asia & Europe at SiRF and drove relationships with key operators, handset OEMs and ecosystem partners in the region.



Mr. Srinivasan interacting with the students of MIME

Mr. Srinivasan shared his experience of becoming an entrepreneur, the problems he has faced during the initial stage of his business incubation. He spoke about the characteristic of an entrepreneur, how an entrepreneur thinks and motivates himself against all challenges and also spoke about the ways one can generate seed capital for business. He concluded the session by explaining about the career opportunities available for a management graduates in the media industry

Dr. Easwaran Iyer delivered the vote of thanks to Mr. Srinivasan for sharing his valuable inputs with the students and has invited Amagi Media Labs to participate in the campus recruitment of MIME.