

SHYJU MUKUNDAN

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ENTERPRISE SOLUTIONS ENGINEERING LEADER | CUSTOMER VALUE | SaaS & CLOUD | APAC

Customer-focused Solutions Engineering leader with 15+ years of experience helping enterprise customers across APAC solve complex business and technology challenges. Proven track record leading technical discovery, solution consulting, architecture, demonstrations, Proofs of Concept (PoCs), and executive presentations across the enterprise sales cycle. Experienced in SaaS, cloud, AI, APIs, integrations, monitoring and service assurance, with a strong ability to translate technical capabilities into measurable business outcomes. Trusted advisor to enterprise customers, partners, sales teams and senior stakeholders, with regional leadership experience across telecommunications, media and technology.

WORK EXPERIENCE

Telestream (IneoQuest, a Telestream Company) **Manager, Sales Engineering APAC**

01/2018 – Present
Singapore

- Lead the APAC Solutions Engineering function, partnering with enterprise sales teams and customers across Singapore, Malaysia, Philippines, Japan, Korea, Thailand and the wider region to identify business challenges, shape solution strategy and secure technical wins.
- Own the customer technical journey from discovery through solution design, demonstrations, PoCs, architecture validation, BOM/licensing configuration, proposals and technical closure for Tier-1 telcos, national broadcasters and OTT platforms.
- Act as a trusted advisor to senior engineering, operations and customer-experience stakeholders, connecting service-quality and operational metrics to customer experience, churn risk and OPEX.
- Lead discovery workshops to uncover technical requirements, operational pain points, integration dependencies and measurable success criteria, then translate them into tailored architectures and customer-facing solution narratives.
- Design and execute competitive PoCs and lab trials on customer infrastructure, including cloud and hybrid workflows, defining acceptance criteria and presenting outcomes to technical and executive decision-makers.
- Architect SaaS, cloud, hybrid and on-premise solutions across AWS/Azure and Telestream platforms, integrating REST APIs with MAM, CRM, OSS/BSS and third-party analytics ecosystems such as NPAW.
- Partner cross-functionally with Sales, Product, Engineering, Support and Professional Services to remove technical blockers, influence roadmap discussions and progress complex opportunities through the sales cycle.
- Lead and mentor regional Solution Engineers and enable partners, distributors and system integrators through technical training, joint account planning, demonstrations and partner-led PoCs.
- Support an APAC book of business of approximately US\$10M across strategic telecommunications, media and enterprise accounts, while developing reusable regional playbooks and technical enablement.

Vodoke **Pre-Sales Engineer**

09/2016 – 11/2017
Singapore

- Served as the primary technical advisor for carrier and enterprise IPTV/OTT opportunities across Southeast Asia, leading discovery, architecture, PoCs, technical presentations and customer acceptance.
- Built and validated end-to-end solutions spanning ingest, transcoding, middleware, set-top boxes and multiscreen clients, benchmarking performance against operator requirements.
- Translated subscriber, channel and capacity requirements into BOMs, licensing models, quotations and technical proposals; authored RFI/RFP responses and integration specifications.
- Presented solutions to audiences from operator engineers to C-level executives and remained engaged through field trials, deployment and handover.

PalVision

Principal Solution Architect

07/2011 – 09/2016

Singapore

- Led solution architecture and pre-sales engagements across Southeast Asia and SAARC for hospitality and enterprise guest-technology solutions, including IPTV, mobile applications, digital signage and cloud/hybrid deployments.
- Owned technical discovery, site surveys, solution positioning, BOQ/RFP/RFQ content, integration design, presentations and customer acceptance across complex multi-vendor environments.
- Integrated solutions with Property Management Systems, room-control platforms and GPON/IP infrastructure while coordinating OEM specialists when portfolio extensions were required.
- Supported the full customer lifecycle from pre-sales through commissioning, troubleshooting, training and operational handover.

Singtel (Singapore Telecommunications)

Network Engineer

09/2010 – 06/2011

Singapore

- Supported broadband, IPTV and Voice over IP (VoIP) services across carrier-grade network infrastructure, troubleshooting subscriber, routing and service-profile issues.
- Configured and maintained broadband, IPTV and VoIP subscriber profiles across multi-vendor DSLAM platforms, including Huawei, Alcatel and NEC.
- Collaborated with network operations, field technicians and exchange teams to isolate service-impacting faults, coordinate corrective actions and restore customer services.
- Provided technical support to field teams during service activation and troubleshooting, resolving router, modem, network configuration and connectivity issues to ensure reliable customer service delivery.

NCS

Network Engineer

05/2010 – 08/2010

Singapore

- Provided frontline infrastructure support for the Youth Olympic Games 2010, troubleshooting end-user systems, servers and networks to maintain operational continuity.
- Troubleshoot and resolved hardware, software and network connectivity issues across desktops, laptops, servers and network-connected systems.
- Installed, configured and maintained IT equipment and systems across event locations, ensuring systems were operational and ready for users.
- Coordinated technical issue resolution and managed deployed IT equipment to maintain service availability and minimize disruption during event operations.

EDUCATION

Master of Business Administration (MBA)

Golden Gate University • GPA: 3.8

03/2025 – 06/2026

Bachelor of Arts

University of Rajasthan

Diploma, Advanced Software Technology

University of Rajasthan

CERTIFICATIONS

Cisco Certified Network Associate (CCNA) – Routing & Switching

Cisco

AWARDS & SCHOLARSHIPS

SPOT Award for service excellence

Singtel

SKILLS

Solutions Engineering: Demo Strategy, Discovery, Executive Presentations, PoC Leadership, RFI/RFP/RFQ, Solution Consulting, Value Selling

Customer & Commercial: Competitive Positioning, Customer Value, Partner Enablement, Pipeline Support, Stakeholder Management, Trusted Advisor

SaaS, Cloud & AI: AI Media, Automation, AWS, Azure, Enterprise Integrations, Hybrid Cloud, REST APIs, SaaS

Operations & Observability: Infrastructure Visibility, Monitoring, Operational Analytics, QoE/QoS, Service Assurance, Troubleshooting

Media & Telecom: CDN, DAI, DRM, HLS/DASH/CMAF, IPTV, OTT, SCTE-35, Streaming, Video Networking

Networking & Architecture: BOM/BOQ, Capacity Planning, Cisco/CCNA, GPON, HLD/LLD, IGMP, RTP/RTSP/RTMP/UDP