



Kishok Kumar ROY

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PROFILE

Pre-Sales Engineer with 10+ years of experience across broadcast, professional media, studio engineering, and IT infrastructure. Experienced in translating customer and tender requirements into technically compliant and commercially competitive solutions, including system architecture, BOM/BOQ preparation, costing, vendor selection, and technical proposals. Able to bridge Sales, Engineering, Operations, and technology partners from initial requirements gathering through proposal submission and project handover.

PROFESSIONAL EXPERIENCE

October 2025 – Present

Freelance Pre-Sales & Media Solutions Consultant — FrontRow Technology South Africa.

- Support the Sales and Business Development teams throughout the pre-sales lifecycle, from initial customer requirements through technical and commercial proposal submission.
- Analyse customer requirements, tenders and RFP/RFQ documentation and translate them into compliant technical solutions and architectures.
- Design end-to-end broadcast, studio, AV and media infrastructure solutions, including production studios, control rooms, contribution/distribution workflows and associated IT infrastructure.
- Prepare detailed Bill of Materials (BOM/BOQ), equipment lists, system configurations and technical specifications.
- Build project costing and quotation structures, incorporating equipment, third-party products, engineering, integration, commissioning, training, logistics and other project costs.
- Work with Sales and management to establish selling prices and target margins, identify cost optimisation opportunities and maintain the competitiveness of proposals.
- Request and analyse quotations from manufacturers, distributors and technology partners and participate in supplier technical and commercial negotiations.
- Compare alternative technologies and vendors based on technical compliance, interoperability, cost, availability and project risk.
- Prepare technical compliance matrices, solution descriptions, architecture diagrams and supporting documentation for tenders and customer proposals.
- Coordinate with Engineering, R&D, Operations and external suppliers to validate the technical feasibility and cost assumptions of proposed solutions.
- Identify technical deviations, exclusions, assumptions and project risks before proposal submission.
- Support Sales during customer technical meetings, clarification sessions and solution presentations.
- Participate in technical discussions with customers to understand operational requirements and recommend appropriate solutions.
- Support the transition from Pre-Sales to Project/Operations teams after contract award, ensuring that commitments made during the proposal phase are clearly documented.
- Maintain reusable solution templates, standard BOMs and costing structures to improve quotation speed and consistency.
- Contribute to the development of standardised Thomson Broadcast solution packages for studios, broadcast infrastructure and digital media systems.
- Explore the use of AI-assisted tools for technical documentation, proposal preparation and solution analysis to improve pre-sales productivity.

January 2020 – October 2025

IT and Digital Manager • NGO – DBIEM

- Acted as the lead technical consultant for media-focused Erasmus projects, directing technological scoping, solution design, and IT strategy for a premier film school in Paris.
- Spearheaded the pre-sales lifecycle for internal stakeholders: gathered requirements, designed technical architectures, and led the end-to-end implementation of sound studios, green screen studios setups, editing suites, and film production environments.
- Prepared detailed technical quotations and managed the IT/Media budget, ensuring accurate cost estimation and optimal resource allocation for complex studio builds.
- Managed negotiations and procurement directly with hardware and software suppliers, acting as the primary technical liaison to evaluate and select industry-standard media technology.
- Created and maintained extensive technical documentation, system architectures, and network diagrams.

Key Projects:

- Led the development and deployment of an ERP & LMS system tailored specifically to the film school's operational and academic needs.
- Developed and deployed a dedicated filmmaking MOOC platform for an international Erasmus+ project.

February 2016 – December 2019

Global Marketing Manager • Wave Labs FZE

- Collaborated with cross-functional technical, sales, and creative teams across multiple international markets to align technical solutions with business goals.
- Represented the organization in various countries, notably in Singapore, actively participating in international technology workshops, product demonstrations, and industry events.
- Conducted market analysis to support go-to-market strategies and executed comprehensive online and offline marketing campaigns to drive product awareness.

July 2011 – January 2016

Editor & CG Designer • Universal Networks (Pvt. Ltd.) Part of Sri Lanka's National Media

- Gained deep, hands-on understanding of national broadcasting environments, video production workflows, and media delivery systems—providing a strong technical foundation for consulting and pre-sales.
- Coordinated complex production setups, integrating lighting, green screens, and camera equipment to meet strict broadcast requirements.
- Worked closely with dedicated sound and video studio components to produce high-quality media content for national broadcast.

EDUCATION

Bachelor's in Business Management | IDM (Colombo, Sri Lanka) and Affiliated College of Bucks New University (UK)

AWS Cloud Practitioner Essentials | Endorsed by Amazon Web Services

Introduction to Artificial Intelligence for business | Endorsed by NASBA

BTEC Diploma in Multimedia, Specialization in Post- Production | Diploma by IDM

The Fundamentals of Digital Marketing | Endorsed by IAB Europe & Google EMEA

Hootsuite Platform Training | Hootsuite Academy

Real-time Advertising Fundamentals | Developed by Quantcast

IATA – UFTAA Foundation in Travel and Tourism diploma (DTTF, Montreal, Canada) | Louis Preston (Colombo, Sri Lanka)
IATA authorized training center

French in Tourism | Diploma by Alliance Française

CORE SKILLS

Pre-Sales & Solution Design: Technical Proposals, Quotation & Cost Estimation (BOM), Client Requirement Gathering, Solution Architecture.

Studio Engineering: Design and scoping for Sound, Green Screen, Editing, and Film Production Studios.

Broadcast & AV Technology: AV Equipment Specification, Lighting Configuration, Broadcast Tech Procurement, Vendor Negotiation.

IT & Digital Infrastructure: Technical Documentation, Mac & Windows System Administration, Systems Troubleshooting.

Media Production: Broadcast Workflows, Video Production, Post-Production.

LANGUAGES

English | Fluent/Bilingual

French | Intermediate

Tamil | Fluent/Bilingual

Sinhala | Intermediate