

Krishnan, Prasana



Job Chief operating officer
Company Neo Sports Broadcast Pvt.

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Place of birth Srirangam, India

Career highlights From journalism to energy sector consulting to corporate strategy in media sector to COO of a sports television broadcasting business

Why are you good at what you do? I am calm under pressure and do not get worked up easily.

Greatest influence Warren Buffett and his famous quote "Your premium brand had better be delivering something special, or it's not going to get the business"

Fantasy business partner Warren Buffett

Biggest risk taken Moving from financial journalism into power sector consulting

Best job outside advertising/media/marketing My time spent with Arthur Andersen working on DFID projects thanks to the fabulous team we had there.

Favourite media *Financial Times* and CNN

Favourite gadget Blackberry – I think I am addicted to it.

Most admired politician Lee Kuan Hew (former prime minister and now minister-mentor of Singapore)

Perfect day A long lunch with friends on a sunny winter's day in Delhi at one of my favourite open-air restaurants.

Fictional hero Asterix

Who should play you in the film of your life? My wife would like it to be Sean Connery but I suspect that's just because she wants to see if she can star opposite him.

Hidden talent I think I paint reasonably well

Most expensive purchase Watches

Desert Island favourite objects Running shoes, MP3 player and a library