

# SRI RAM SOMAYAJULA

SPORTS | MORE SPORTS | BEYOND SPORTS





CONNECT WITH  
**SRIRAM SOMAYAJULA**



📞 +97 1585 674777 | +91 7200 565656

✉️ sriramsomayajula7@gmail.com

🌐 www.sriramsomayajula.com

## CAREER OBJECTIVE

To achieve excellence in the field of sports with optimal help from technology.

## ACADEMIC QUALIFICATIONS

- M.CT.M. International School, Chennai.
- Bachelor of Commerce, University of Madras.
- Certified Public Accounts.
- National Institute of Information Technology.
- Certified iOS Developer, Singapore.
- Masters in Sports Science (Victoria University), Melbourne, Australia
- Certified Data Analyst - Microsoft, SAP
- Certified Yoga Teacher - by Ministry of Ayush (Govt. of India)
- Certified Cricket Umpire - Level 1
- Level 1 Cricket Coach, Cricket Australia
- Certified Technician for Formula 1 & Golf Simulations
  - F1 Xtreme Racing - Malaysia
  - Urban 18 holes, UK



## WORK EXPERIENCES

Over the last 18 years, My career gave me some exciting opportunities to explore different countries in different roles.

Sports Management Professional • Sports Analyst •  
Sports Franchise CEO • Team Manager • Technical Advisor

**5833+**  
Cricket matches analysed

**2867+**  
Matches of other sports  
analysed

**8+**  
Number of sports

**1800+**  
Analysts trained  
on various sports

**14,400+**  
Analysing & sports  
management professionals  
mentored

**18+**  
Number of sports

## CO-FOUNDER - SPORTS LENS & SPORTS MOTION



- Built array of tools for technical & tactical analysis for High Performance Sports.
- Recognise market opportunities & lead the product development.
- Built the team and was hands on in Direct marketing.
- Conducted & mentored over 10,000 aspiring analysts and sports management professionals.
- Achieved self sustaining model and operating structure over the last 8 years.
- Data structure, Data tools are widely used in as many as 13+ countries and over 28 sporting bodies.
- Device strategies for marketing & Sales team.
- Conducted various volunteer programs with several sports clubs as Performance Analyst & other management based roles.
- Raising funds and managing finances was part of my key role.

## CO-FOUNDER - F1 XTREME RACING - MALAYSIA



- Successfully Launched Simulations in India for the very first time in 2006.
- Designed the product / gaming functionality as per the market need and hired 40+ engineers.
- Launched successfully Campaign across India, Singapore, China, Sri Lanka & UAE.
- Achieved turnover of USD 2 million in sales of F1 Simulators.

## MOST RECENT EXPERIENCE

### As Cricket Performance Analyst with **Delhi Capitals**



- Closely work with Head Coach, Ricky Ponting & the Ownership group to form a good squad every year.
- Drive through the Stats / Analysis on the successful combinations for achieving team's success.
- To Identify the player's strengths and weaknesses and improve team's performance constantly.
- Conducted mock auctions every year, trials and assessed players who are ready to play at the IPL Stage.
- During the season, gauge the performance of our own players and the opposition and work closely with the management / support team to evaluate our positions and constantly look for improving the standards.



# IN THE SAME CAPACITY AS PERFORMANCE ANALYST



5 test playing nations



6 Associate Nations



## Associations With Other Franchise Leagues



## Leagues & Championships Won



## Other Tournaments



### Badminton



### Football



### Kabaddi



### Tennis



# AS A SPORT MANAGEMENT PROFESSIONAL

As a Team CEO, Team Manager & Head Coach



## MEDIA REFERENCES



A game of brain and numbers – DC's Auction Strategy ft. Sriram

[View Article](#)



Composed Gunaratne fires Sri Lanka to record run-chase

[View Article](#)



IPL, Cricket Insights and Player Analysis Ft. Sriram Somayajula Song

[Play Episode](#)



How expert analysis adds nuances to 'Rustic' Kabaddi

[View Article](#)



[At the World Cup](#)



[At the IPL Auctions 2022](#)



[Sri Lanka vs Australia Series 2016](#)



[The Podcast](#)



## HEAR WHAT PEOPLE SPEAK ABOUT SRIRAM

There's a lot of that data-driven stuff that can be used in selections because once you start trawling through or digging really deep, there's a lot of really interesting stuff that you can find.

~ **Ricky Ponting**  
Delhi Capitals Coach

Sriram is a perfectionist when it comes to his analyzing skills. From analysing the number of raids a player successfully scores, studying the tendencies of a raider during an attack, his moves and patterns of his attack, to devising plans to optimise the strengths of his team's players and minimise their weaknesses, Sriram does everything to a tee.

~ **Times of India**  
During Pro Kabaddi League

I have seen many Analysts, but Sriram is very unique and knows what sort of combination he wants, to build his team. I have worked on a number of leagues and Sriram surely has been a success story for every team.

~ **Player Recruitment Manager, (UK)**

Mr. Sriram is one of the best in his field that I have worked with.

~ **Phil Simmons,**  
Former Head Coach,  
Afghanistan Cricket

Ultimately Sri Ram is my data man, & he is providing fantastic stats, fantastic knowledge so far & be that will be key to us to be successful in this tournament.

~ **Paul Farbrace,**  
Former England Coach

We at SLC look upto Sriram for tactical needs as he comes up with great solutions to different type of bowlers and has amazing knowledge on world cricket with his vast experience.

~ **Sri Lanka Cricket**

It was a pleasure working with Sriram in Zimbabwe Cricket as High Performance Consultant. He drove the analytical and game planning sessions before every game which helped us immensely.

~ **Zimbabwe Cricket**

It is always easy working with Sri as he gives me clarity in my decision making for the team, be it selection based decisions or choice of game plans, etc.

~ **Head Coach Malaysia, Bilal Asad**

**THANK YOU!**

