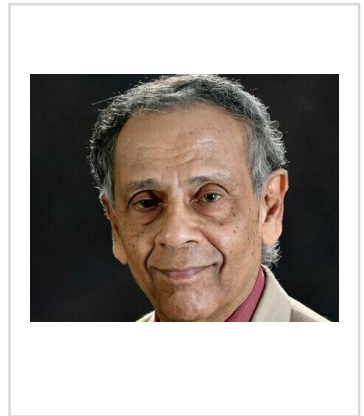


Name : Richard John Masilamani
Designation : Professor of Strategy and Marketing
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BIOSKETCH:

Have pursued an active and rewarding career in the Corporate sector spanning several industries including the Automobile, Food and Beverages, Watch industry and the Fertilizer Industry. Have gained rich experience in the various functional areas of Management, culminating in the position of C.E.O. of a major Indian Watch Company Timex Watches. I was further enabled with the position of Director General of the Fertilizer Industry Association of India. Have pursued a precious teaching and consulting career over the last 20 years, spanning a wide range of subjects including Strategy, Marketing, Creativity and Innovation, and Business Ethics and Corporate Social Responsibility. My Consultancy has been spread over a wide range of Industries including the Automobile, Energy, and the Retailing Sector in which I have combined Concept with practice in an increasingly meaningful way, focusing on a learning and sharing approach.

EDUCATION: (TOP 3/4)

PGDM from IIM Ahmedabad 1968-1970
Bachelor in Engineering Anna University 1962-1967

AREA OF INTEREST AND RESEARCH

Strategic Management flowing from Vision to Goals
Corporate Growth & Expansion
Effective Product Portfolio and its Management
Role of Inventory planning and Management in Marketing
Business Ethics as long term Practicality
Role of Job Descriptions as a unifier in all sub functions of Human Resource Management
Universal Pricing Mechanism
Demystifying Branding and Brand Management

TEACHING COURSES AND NEW COURSES DEVELOPED

Business to Business Marketing
Strategic Management with focus on Formulation and Planning
Strategic Management with focus on Implementation and Controls
Business Ethics and Corporate Governance.
Retail Strategy and core planning issues including Space and Inventory Sales and Distribution
Knowledge Management and development of KM Portal in Bimtech(unique Among B Schools in India)

EXPERIENCE

- Professor, Strategy and Marketing, Birla Institute of Management Technology, Greater Noida, India, June 2005 – onwards.
- Professor Strategy, Business Ethics, IMT Ghaziabad, India 1999-2014
- Professor Strategic Management Fore School of Management New Delhi 2007-2010
- Professor Strategic Management and Business Ethics University of Delhi 2007-2012

ACADEMIC POSITIONS AND ASSIGNMENTS

- Member, Strategic Management Committee (SMC), Birla Institute of Management Technology, June 2016 – May 2019.
- Consultant and Visiting professor at IMT Part time Programs

PROFESSIONAL ASSOCIATION AND BOARD PARTICIPATION

- Managing Director Timex Watches India Ltd (1991-2001)
- Director on Board of Titan Watches Ltd. Goa India 1996-1998
- Director General Fertilizer Association of India 2000 -2001
- Chairman of All India Precision Technology Association 1998-2000

RECOGNITIONS AND AWARDS

- Best application for Tata Baldrige Award for Timex Watches Ltd. 1999
- Numerous awards in Tata Motors for annual outstanding performer category
- Superior Annual Performance Award from Timex Group U.S.A.

RESEARCH FUNDING AND CONSULTING

- Consultant to several companies in India Power sector including Lanco inc.
- Consultant to several MS&MEs from Goldman Sachs' 10000 Women Entrepreneurs Program.
- Comprehensive consultant to several retailing groups in the Food & Beverages sector and Garment retailing including Mishra Apparels

RESEARCH PAPERS AND WORKING PAPERS

- Bazel Norms I, II, III and Capital Infusion Shodh Gyan Bimtech.
- Exploring Impact of GST on Cars Shodh Gyan Bimech July 2018 issue

RESEARCH IN PROGRESS

- Inadequacies in Planning and Implementation of India's GST
- An objective assessment of Discounting practices by Indian Businesses.

CASE REPOSITORY AND PUBLICATIONS

- Working on several cases in Indian Sales and Distribution, part of a book in collaboration with Prof. A.K. Biswas former Marketing Area Head at Bimtech. Details will be provided on acceptance for publication.

BOOKS, CHAPTERS AND TECHNICAL REPORTS

- As mentioned earlier, am working on a book which includes several relevant cases on Sales and Distribution by Indian firms.

EDITORIAL POSITIONS AND REVIEWS

- N.A.

CONFERENCE, SEMINAR PAPER AND PRESENTATIONS

- Managing Change in the Watch Industry: at Seminar organised by IIT Delhi 1997
- Academia versus Industry who is right a debate at conference organised by IIT Delhi 1995

MAGAZINE AND NEWSPAPER ARTICLES

N.A

INTERVIEWS AND MEDIA IMPACT

- “Divestment in Air India by GOI a Review” Bimtech sponsored TV debate 2019

MDP SESSIONS, WORKSHOPS AND TECHNICAL LECTURES

- Leadership and Innovation for senior Managers at Gas Authority of India Ltd. 2019
- Essentials of Leadership National Hydro Power Corpn. 2018
- Leadership and Change National Thermal Power Corpn. 2019

PROFESSIONAL ASSOCIATIONS AND MEMBERSHIPS

- Precision Manufacturers Association of India 1998----

SOCIAL ENGAGEMENT

- Chaired the CSR initiative of Timex Watches Ltd. From 1995 onwards. Employment of alternately abled individuals was a pioneering effort by my company