

Name : Dhruva Chak
Designation : **Chairperson, Centre for Faculty Development
Professor of Marketing**
Institution : Birla Institute of Management Technology,
Greater Noida
Email : dhruva.chak@bimtech.ac.in
Phone : 0091 120 6843000 (10 lines) Ext-377



BIOSKETCH:

Prof. Dhruva Chak is an MA in Political Science from Lucknow University and a PGDBA from the Indian Institute of Management, Ahmedabad, with a specialization in Marketing and Personnel and over 45 years of experience in Industry, Consultancy and Teaching. He has an excellent track record of nurturing start – ups and successfully launching consumer products and services which have stood the test of time He has held Top Management positions, including heading the Hyderabad – based GATI Ltd.

Having headed concurrently both the Marketing & Business Communication Areas, Professor Chak presently teaches the Marketing Management Foundation courses as well as Services Marketing and Product & Brand Management to PGDM students. He also established, and heads as Chairperson, BIMTECH's Centre for Faculty Development.

Professor Chak's literary achievements include an award for poetry writing from the International Society of Poets, USA and 6 published books spanning fantasy, fiction, short stories and poetry. His passions include Lawn Tennis, where he has represented Uttar Pradesh and Captained, Lucknow University, and Cricket, where he was a member of the La Martiniere College, Lucknow First Eleven.

EDUCATION:

- Post Graduate Diploma in Business Administration, IIM Ahmedabad
- (Specialization in Marketing & Personnel) (1974)
- M.A. (Political Science), Canning College, Lucknow University (1972)
- B.A. Canning College, Lucknow University (1970)

AREA OF INTEREST

- Marketing of Services
- Product & Brand Management
- Business Communication

TEACHING COURSES AND NEW COURSES DEVELOPED

- Marketing Management I

- Marketing Management II
- Services Marketing
- Product & Brand Management

EXPERIENCE

- Professor, Marketing, Birla Institute of Management Technology, September 2009 onwards
- Professor, Business Communication Birla Institute of Management Technology (2013-15)
- Visiting Professor at MAII-WIU (2003-2005) and IILM (2005- 2009)
- Consultant, Manya (The Princeton Review (2003-2005)
- CEO, Procom (2006-2009)
- Director (North) and Country Head, Retail , Tops Security (2005)
- Head, International Business and All India Marketing , Overnite Express (2000 - 2001)
- Head, GATI Cargo Management Services (1995-1999)
- Worked between 1974-1998 in companies such as Sterling Resorts as Assistant Vice President and Shaw Wallace and Best & Crompton as Zonal Head with profit centre responsibility covering several states.

ACADEMIC POSITIONS AND ASSIGNMENTS

- Chairperson, Centre for Faculty Development Birla Institute of Management Technology, 2016 onwards
- Area Head Marketing and Retail Area, Birla Institute of Management Technology, 2010- 2015
- Area Head, Business Communication Area, Birla Institute of Management Technology, 2013- 2015
- Convenor, Indian Marketing Summits (2011-2014)
- Member, Strategic Management Committee, Birla Institute of Management Technology, June 2018 – May 2019.
- Member Library Committee, Birla Institute of Management Technology June 2018- June 2019.
- Was invited to Lecture to students the University of Hertfordshire, UK on the Service Industry in India for three consecutive years (2012-14)
- Mentored a collaboration between BIMTECH students and students of the Robert H. Smith Business School, University of Maryland as part of the CIBER International project involving accompanying students for a “Week In Washington” and subsequently supervising research to launch packet tea for Jayshree Tea, a Birla Company.
- Went on Invitation to Kathmandu, Nepal to teach a course on Marketing Management to MBA students at Uniglobe College, Pokhara University, September 2016
- Member, Academic Council, Birla Institute of Management Technology, 2009 onwards

- Regular Co – Chair in the International Conference on Management Cases organized by Birla Institute of Management Technology

RECOGNITIONS AND AWARDS

- Distinguished Service Award, Birla Institute of Management Technology, 2019
- Distinguished Member International Society of Poets, USA

MDP SESSIONS, WORKSHOPS AND TECHNICAL LECTURES

- Regular Contributor as Trainer/Faculty to MDP sessions for Executives of NTPC, NHPC etc. takes sessions on Decision making, Business Writing, Customer Orientation
- As Chairperson, Centre for Faculty Development organizes seminars and workshops for BIMTECH faculty on a regular basis.

PERSONAL SOCIAL ENGAGEMENT

Member, Delhi Gymkhana Club

Member, Calcutta International Club

Member, Palms Town & Country Club, Gurgaon.