

Guest Faculty – PSG IM

Pradeep Yuvaraj

Age: 30

Personal mission statement: *Simplicity is the height of sophistication. Simplify life!*

Core Competencies

- Brand management
- Channel sales
- Financial services
- Industrial sales & Technical selling
- Training and Development (> 5000 hours of training exp)

Current Professional Assignments

- **Director - Education & Training**, Finerva Financial Solutions Pvt Ltd, [Aug 2005 onwards]
Finerva is a Training and Consulting firm in the domain of Financial Education and Personal Finance Management. Finerva is involved in helping young employed individuals learn the fundamentals of personal finance. The company conducts workshops and consulting sessions for employees of Corporates. Also involved in conducting Management development programmes to train Managers on Skills related to business
- **Freelance Brand consultant and Copywriter:** Develop marketing strategy and Advertising content for new age businesses.
- Consultant Trainer specializing in **soft skills training** related to Personality development, Career Development, Communication Skills and Entrepreneurship
- Visiting Faculty at **Anna University**, School of Management Studies, Aug 07 Onwards .Subjects taught: **Business Economics.**
- Visiting Faculty at **GRG School of Management Studies for Women** June 06-Dec 07 Subjects taught: **Financial Services and International Financial Management**

Past Professional Experiences

- Sales Officer: Packed LPG | **SHELL** Gas (LPG) India Pvt Ltd, Pune **June 2003-Aug-2005**

Shell Gas is a 100% Subsidiary of Royal Dutch Shell BV, Netherlands.

Responsible for an independent Profit center. Handled the Rest of Maharashtra market, handling Branch operations and Channel sales in 7 Districts for the Packed LPG Segment. Responsibilities: Channel development, Pricing and Profit center management and handling Accounts and finance function of Company Owned outlet in Pune.

- Asst Manager: New Launches | **Elf** Gas India Limited, Kolhapur/Goa **July 2001-June 2003**

Elf Gas is a 100% subsidiary of Total Fina Elf, France which is the third largest oil Company. Independently responsible for the markets of South Maharashtra and Goa in preparing the Ground plans for Launching the Channel in these territories.

- Sales Officer I Mobil Peevees Company I Aug 1999-May 2001

Mobil Peevees is a JV between **ExxonMobil**-the largest Oil Company and Peevees Petroleum. As Sales officer I have handled the districts of Coimbatore, Erode and Nilgiris handling channel sales and Company Operated Distribution.

- Business development and Strategy consultant I Pune I 2004-2005

American Express and Whirlpool of India in Pune- freelance experience. The experience included training a team of 40 Sales Executives and Tele-callers on sales management and business development.

Educational Qualifications

- **Bachelor of Engineering**, Electronics Engineering, University of Pune
- **Masters in Business Administration**, Marketing, Symbiosis, Pune

Personal Achievements:

- Best Employee of the Year, Shell Gas LPG, 2005
- Leadership Award, Rotary international, 2003
- Best Outgoing Student of the Year, AISSMS's College of Engineering, 1999 Best Outgoing student of the Year, KV Lonavla, 1995
- Best English writer in 35 countries, Commonwealth writing competition, 1995

Personal strengths

- Adaptability
- Project planning
- Mega Polyglot (can speak 11 languages) • Creative problem solving skills

Personal interests

- Auto sports (licensed racer) • Public speaking
- Adventure and leisure Travel

Languages Known fluently

- Tamil I English I Hindi I Marathi I Malayalam

Contact Details

Business address:

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