

JUMP-STARTING STARTUPS

ONE DAY WORKSHOP

Resource person:

Prof. (Dr.) AJITH THOMAS, Associate Professor – Marketing, Saintgits Institute of Management, Kottayam, INDIA.

A Profile:

An M.B.A in Marketing and Ph.D. in Management Sciences, from Anna University Chennai, Dr. Thomas's first professional degree is in Hotel Management. He has held senior positions in corporate marketing, with the luxury service sector for about 10 years and has been in post graduate management teaching for about 8 years.

Some of his successful stints include Pepsico, Le Meridien, Park Inn hotels and K. Raheja Group of Hotels. An AMT in Services Marketing and UGC NET (Management) qualified teacher, he coordinates various foreign university academic programs, apart from his regular teaching assignments in Management and Marketing. He is also a visiting academic to Duquesne University, USA and his specialization areas include Services Marketing & Consumer Behavior.

An author (also with Pearson/FT Press, USA) and a publisher of articles in refereed International & National journals, he has royalty earning case studies in repositories of GlobalLens, US, IVEY, Canada and The Case Centre, UK to his credit. Dr. Thomas is also a reviewer at Cornell Hospitality Quarterly (CQ, USA) and Journal of Services Marketing, UK. He has been a management and marketing consultant to various startups and large organizations including Seiko Instruments Inc., Japan.

Break up of sessions:

1. Forenoon session: HOW TO MANAGE YOUR FIRST HIRES?

- ✓ Goal setting & Risk taking behavior.
- ✓ Team Building.
- ✓ Leadership discovery.
- ✓ The Ritz Carlton case.

2. Afternoon session: HOW TO GROW YOUR CUSTOMER NETWORK?

- ✓ What entrepreneurs get wrong?
- ✓ Why the Lean Start-Up Changes Everything?
- ✓ How strategic is your sales strategy?