

Rajesh J Vyas

Rajesh Vyas is a management professional with over 36 years' experience in Sales and Marketing and Profit Centre Management. Beginning his professional career as Marketing Officer with Schrader Scovill Duncan limited, Mumbai in 1977, he retired as Vice President of Indofil Chemicals Company in November 2005. Immediately after retirement from Indofil, he was offered a consultancy position with his previous employer GMM PFAUDLER Limited. He continued in the corporate world till November 2011. Along the way he worked for several well-known companies engaged in Manufacture and Marketing Business to Business products. The products managed include raw material, components, consumables, Capital installations, services.

His significant contributions include streamlining of the sales functions at almost all companies. For instance, under his guidance, Borosil Glass works entered 12 new export markets. He was instrumental in initiating export processing in Indogil Chemicals. During his tenure with the firm, the top line at Indofil Chemical grew from Rs. 15 crores to over Rs 60 crores in five years in a fiercely competitive market. His contribution to motivation his team was very notable.

Rajesh Vyas has impeccable educational qualifications and he offers a rich blend of technical and management disciplines. A graduate in Chemical Engineering from the well renowned Bombay University Department of Chemical Technology (presently, THE Institute Of Chemical Technology), he had an opportunity to pursue Post Graduate studies at the University of Oklahoma, U S A, where is earned Masters in Chemical Engineering and Masters in Business Administration with Marketing as major.

Academics was a passion with Rajesh Vyas and he is still a keen student of management. To pursue with his quest for knowledge, Rajesh Vyas has been a visiting faculty at several Business Management institutes Including Jamnalal Bajaj Institute, Sydenham Institute, Chetna Management, L N Welingkar Management, St. Xavier's Institute and Rizvi Management Institute since 1987. In November 2011, after retirement from corporate world he joined the Rizvi Institute of Management as a member of the core faculty.

Rajesh Vyas is ever interested in taking on new subjects. With this aim, he has taught and studied International Marketing, Business to Business marketing, Services Marketing, Consumer Behaviour, Retail marketing and Principles of Management, Distribution Management, Customer Relationship Management.

A fun loving person, his most favourite hobby is swimming and he is a keen and committed swimmer. Other interests include reading fiction, listening to old time music and travelling.

Professional Credentials:

Name of the Company	Designation	Period	No. of Years
GMM Pfaudler Limited Dietrich consultants Private Limited	General Manager— Marketing Country Manager	Dec 2005 - Nov 2011	6
Indofil Chemical Company	Vice President— Speciality and Performance chemicals Division	Dec1994 – Nov 2005	11
GMM Pfaudler Limited	General Manager-- Marketing	August 1987- November 1994	7
Borosil Glass Works Limited	All India Marketing Manager	AS Export Manager—(5 years) Oct 1979—Aug 1984 As All India Marketing Manager —(3 Years). Aug 1984 - Jul 1987	8
Carbon Corporation Limited	Sales Officer	Jan 1979 – Sept 1979	9 Months
Schrader Scovill Duncan Limited	Marketing Officer	Jul 1977 –Jan 1979	1.5
G D. Searle and Co. Des Plaines, Illinois. U S A	Consultant	Jan 1976 -Jan 1977	1

Professional Association:

Associating Body	Nature of Association	Period of Association
U D C T Alumni Association	Member	20 Years

Awards / Recognition:

Honouring Body	Recognition Details	Year
St. Xavier's College	Sir Ardesir Wadia Prize for second rank in F Y Science	1965

Academic Credentials:

Degree	Specialisation	University	Year
M B A	Marketing	University of Oklahoma. U S A	1975
M S	Chemical Engineering. Heat Transfer	University of Oklahoma. U S A	1973
B Chem Engg.	Chemical Engineering	University of Bombay	1970

Certifications:

Course	Certifying Body	Year
Workshop on Research Methodology	Rizvi Institute	2019
Enhancing Teaching Pedagogy	Forum of Marketing Education	2018
Workshop on Brand Equity and Brand Valuation	Rizvi Institute	2018

Publication – Research Articles:

Title of the Article	Name of the Journal	ISSN	Year
Ignition of wood by Flame Radiation	Journal of Fire and Flammability		1975

Training / Consultancy Delivered:

Name of the Company	Name of Program
Naval War College—since 2016 once a year	Basic Marketing Management