

Rajesh Vyas
Assistant Professor
Faculty – International Marketing and Services Marketing
Rizvi Institute of Management Studies & Research

Rajesh Vyas is a Management Professional with over 36 six years' experience in Sales and Marketing in the Domestic as well as International markets and specializes in Profit Centre Management. Beginning his career as Marketing Officer, he retired as Vice-President of a Profit Centre. Rajesh Vyas has always had a passion for learning, teaching and training. He has been involved in academics for over 30 years as visiting faculty at several management Institutes of repute in and around Mumbai. Now a full time faculty at Rizvi Institute of Management Studies & Research, he trains the budding Marketing Managers in the domain of International Marketing and Services Management.

Rajesh Vyas has impeccable education qualifications and offers a rich blend of technical expertise and management disciplines. His academic qualifications include:

- Masters in Business Administration (MBA) from University of Oklahoma, USA
- Masters in Science (MS) in Chemical Engineering from University of Oklahoma, USA
- Bachelor of Chemical Engineering (B Chem.) from University of Mumbai

Rajesh Vyas' professional experience comprise Sales and Marketing of the entire gamut of Business to Business/Industrial Products ranging from Components, Consumables, Service Products, Capital Installations and Processing Chemicals.

Given underneath is a brief description of his industrial career.

- Country Manager – Dietrich Engineering Consultants Private Limited, Mumbai. Designers, Marketers and manufacturers of Powder transfer systems for the Chemical Process Industries with specific reference to the Active Pharmaceutical Ingredients segment.
- General Manager – Marketing. GMM Pfaudler Limited, Mumbai. GMM Pfaudler are the marketers and manufacturers of Chemical Processing equipment with superlative strength in areas of Glasslined Reactors
- Vice President—Speciality and Performance Chemicals Division. Indofil Chemical Company. Mumbai. Retired after heading the division for 11 years. The segments served comprised Leather Chemicals, Textile Chemicals, Paint Chemicals, PVC processing chemicals, paper Chemicals.
- General Manager—Marketing. GMM Pfaudler Limited. Mumbai. GMM Pfaudler are the marketers and manufacturers of Chemical Processing equipment with superlative strength in areas of Glasslined Reactors.

- Marketing Manager—Borosil Glass Works Limited. Mumbai. Marketers and Manufacturers of Speciality Glass and Glass Products.
- Sales Officer—Carbon Corporation Limited. Marketers and manufacturers of Graphite Electrodes for the Mini-Steel Industry.
- Marketing Officer—Schrader Scovill Duncan Limited, Mumbai. Marketers and Manufacturers of Tyre Valves and Automotive ancillaries
- G D Searle and Co. Chicago, Illinois, U S A. Consultant in the management Information Systems Department.

During the course of his professional career in the industry, Rajesh Vyas has been closely associated with the training of the company personnel. The tasks included the following;

- Determining the training requirements of the individuals in the department and divisions. This was done in league with the Human Resources Development.
- Basic Principles of Marketing
- Techniques of Selling and Negotiations
- Nuances of Business to Business marketing
- Nuances of International Marketing
- Export/Import Procedures and Documentation. Commencing from establishing a company for International operations and managing the same profitably.
- Finance for Non-Finance executives
- Writing of marketing plans and scenario writing
- Forecasting Techniques
- Appraising Techniques
- Dealer and Receivable management

Rajesh Vyas has also been upgrading his knowledge by attending several Management Development courses.

Some of these are:

- Managerial Analytics
- Managerial Grid Styles
- Business to Business Marketing
- Receivable Management

In addition, Rajesh Vyas uses the Internet extensively to keep track of current developments in the areas of Business management.