

## **Dr. KEDAR SHUKLA**

**BE , MBA , NET , Ph.D**

**Flat No 501, Sapphire Building, Royal Gems , Chala Road  
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### **STRATEGIC ACADEMIC LEADERSHIP , PLANNING AND DEVELOPMENT OF EDUCATION AND RESEARCH PROMOTION**

Consistently top performing strategic planner and implementer and revenue generator with the utmost responsibility and an enviable track record in corporate operations management and in business management academics. Articulate communicator with analytical skills and strong qualifications in Strategic Planning and implementation , competitive positioning and strategic account development . Successful in the conceptualization and execution of academic plans and programs that expand students thinking and make them employable. Extensive experience in people management , training and coaching to teams and turn around operations.

#### **KEY SIGNATURE STRENGTHS**

Teaching and learning in the areas of Strategic Management , B2B Marketing Management , Sales Training , Coaching and Development , Strategic Account Development , Channel startups management, Partnership Strategy, Client Relationship Management and Turn around Leadership, Corporate Social Responsibility.

#### **PROFESSIONAL EXPERIENCE**

**ROFEL TRUST , Vapi Gujarat**

**Sept 2008 – Present**

**Director & Professor.**

Leader of the reputed education the group incepted at GIDC Vapi and supported by United Phosphorous Ltd and Rotary Club of Vapi. Responsible for continuous development of the higher education and institute. Strategic responsibilities includes innovation promotion in teaching learning process, development of students , Formulation and Implementation of sustainable strategies for the organization in the extremely competitive era. Encouragement of Students start ups , support and nurturing minds , Research , corporate consultancy and relationship management with all the stake holders and society. Fund generation and

operations management of Non Profit organization. Teaching in the areas of B2B marketing and Business Strategy. Dealing with higher education regulatory authorities like AICTE, UGC. International and National academic tie ups.

**BLUE STAR LTD.**

**Sept 1996 - August 2008**

**MEP Sales and Projects Head**

Industrial Sales and Business Development, Projects Management ; Business Strategy Formulation and implementation , Sales Force Training - Development and Management. Operations financial monitoring and controls. B2B business client relationship and channel management. Strategic tie ups with OEMs. Internal industry relationship development through societal body like ISHRAE (Indian Society of Heating , Refrigeration and Air-conditioning Engineers.) . Discharging CSR responsibilities via funds and professional support to strategic mission of the organization and thus educating in Engineering colleges and Interior Designing and Planning schools.

### **EDUCATION , LICENCES & CONTINUING PROFESSIONAL DEVELOPMENT**

**Ph.D. Marketing Management** , The M.S. University of Baroda, Vadodara. India

**MBA - Marketing Management** , Gujarat University, India

**BE - Mechanical Engineering** , Gujarat University, India.

**NET Management**, UGC India

Coordinator International Business, **Kwangwoon University , South Korea**

**LMC** (Lean Manufacturing Consultant) approved by NPC

**Certified Trainer and Coach**

### **KEY MEMBERSHIPS AND ACHIEVEMENTS**

**Member , ISHRAE** – Indian Society of Heating Refrigeration and Refrigeration Engineers

**AMA** – Ahmedabad Management Association

**VMA** – Vapi Management Association

**Registered Ph.D guide** and thesis examiner at Uka Tarsadia University

**Registered Ph.D guide** and thesis examiner at Pacific University Rajasthan  
**Registered Ph.D guide** and thesis examiner at Gujarat Technological University GTU  
Invited speaker at various Rotary Club at India  
*Invited speaker at corporate* like Reliance Industries Ltd, SESA Starlight , GEC Valsad  
Trainer and speaker at Vapi – Pradesh BJP Yuva Sangathan.  
Invited speaker and motivator trainer at service sector and central government  
organizations like MSME , Central Excise and Customs  
Coordinator International Business Operations (IBO) students exchange programme  
with the South Korea based Kwangwoon University –Seoul .  
Chief coordinator with Ahmedabad Management Association – for ‘Business  
Excellence’ Workshop for the students.

### **RESEARCH PAPERS PUBLISHED / PRESENTED**

Publication in International Journals : **13**  
Publication in National Journals : **18**  
Presented in National and International Conferences : **28**

### **AWARDS / PRIZES WON**

Won “**Best - Ph.D Thesis**” award in International Conference PrCon 2013 held at Prestige Institute of Management Dewas for the year 2013.on 8<sup>th</sup> and 9<sup>th</sup> Feb.2013

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### **PERSONAL DETAILS**

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**Date of Birth** : 15<sup>th</sup> May 1975.  
**Languages known** : English, Hindi, Gujarati.  
**Marital status** : Married.  
**Wife** : Mrs. Dipali Shukla.  
**Present Address** : Flat No 501, SAPPHIRE Building ,Royal Gems  
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