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Employment Profile

Director - Corporate Relations & Alumni Affairs
Amity University Madhya Pradesh (AUMP)

(Mar'17 till date)

Amity University Madhya Pradesh, has been established by Madhya Pradesh Act No. 27 of 2010 of Government of Madhya Pradesh and is recognized as per Section 2(f) of the UGC Act

Task Handled

- Overall Management of the placement activities, taking care of the interests of students, recruiters and University
- Update the current and potential recruiters about developments in university and involving them in major events of the University to ensure their constant engagement.
- Regularly interaction with the students and representatives of student committee on Placements (SCOP) in order to understand their aspirations and career choices.
- Building key external and internal stakeholder relationships to facilitate successful placements of students across program.
- Understanding the changing dynamics of the demand for Engineering, Management, Mass Communication, Law, Fashion Designing graduates and devising strategies to align AUMP graduates with market.
- Responsible for driving research through team and analyze data on companies before qualifying them as potential recruiters.
- Leading and managing the Business Development team & its activities including tracking & reviewing performance of the Business Development Managers and extending support and guidance on continuous basis to ensure targets are met.
- Constantly engaging with the current recruiters to strengthen relation with them. To leverage on these strong relationships to explore & expand job opportunities within each existing recruiter.
- Developing and Strengthening the Key Accounts to ensure adequate coverage of corporate partners across sectors
- Responsible for formulating Annual Corporate Relation Budgets with accountability to spend within the financial plan and coordinate all corporate liaisons, travel, brand promotional activities within the same.

Accomplishments

- ❖ Empaneled Amity University – Madhya Pradesh on recruitment panel board of following companies in following sectors:

BFSI – DBS, ICICI Bank, DCB Bank, HDFC Bank, AXIS Bank
Automobile – Ashok Leyland, TVS Motors, Toyota Kirloskar, Jamna Auto FORCE Motors
Consulting – FACTSET, Deloitte, Direct I, Technopak, S & P Global, CEDAR
Manufacturing and Projects – Hindustan Constructions, Hindustan Zinc Limited
IT / ITES – PaloAlto, Commvault, Dassault Systems, Tejas Network, Swissre, AMAZON, XORIAN, WIPRO, QA Infotech, MAQ Consulting, Magnasoft, L & T Infotech, TeKSystems, Hitachi Consulting,
Logistics – Kuehne Nagel, Freight Tiger, GATI

- ❖ **Overall University Placements Percentage over last 4 years i.e 2018-19, 2019-20, 2020-21 and 2021-22 had been 98.89%, 93.38%, 98.13% and 97.53% respectively.**

- ❖ **MBA 2022 Batch placed with Average Annual Package of INR. 7.70 LPA and a Highest CTC of INR. 24.50 LPA and Engineering B-Tech CSE 2022 Batch placed with Average Annual Package of INR. 6.91 LPA and a Highest CTC of INR. 31.50 LPA**

- ❖ **Setting up Center of Excellence of TATA ClassEdge & MU-SIGMA in AUMP Campus**

- ❖ **MOU with Singapore Polytechnic for Student Exchange / Faculty Exchange / Internships / Research / Projects / Curriculum Development and joint consultancy.**

- ❖ **MOU with NEUCLUS Software, Singapore for student's internship and Final Placements**

- ❖ **MOU with RIVOLI Group, DUBAI for Industry engagement projects and Placements**

Head – Corporate Relations (India)

(Aug'16 till Mar'17)

S P Jain School of Global Management, Mumbai

SP Jain School of Global Management, one of Asia's top-ranked global business schools, is driven by its mission of crafting global business leaders for 21st century careers.

Task Handled

- Managing large corporate relationships with leading Multi-national & local corporate houses operating in the region

- Managing strategic corporate relations with leading corporates operating in the region and creating new opportunities for internship & final placement of graduating students along with corporate education by engaging deeply with HR and leadership teams.

Accomplishments

- ❖ Empaneled S P Jain School of Global Management with following companies: -

Consulting – BAIN, AT KARNEY, GLG Group, FACTSET, S & P Capital IQ, Cedar Consulting
IT / ITES– AMAZON, Xoriant, MAQ Software, NIIT Technologies, ITC Infotech, Thomas Cook
Logistics – Kuehne+Nagel, Mahindra Logistics, Mearsk
Fintlex: Barclays, Directi, Punj Lyod,
Manufacturing – Raychem RPG, HTC

- ❖ **GMBA Dec 2016 Batch placed with average annual Package of 14.90 Lac**
- ❖ **MGB Dec 2016 Batch Placed with average annual CTC of 10.59 Lac**

**Director - Corporate Relations & Admissions (Marketing) (May'13 to Aug'16)
Amity University Madhya Pradesh (AUMP)**

Amity University Madhya Pradesh, has been established by Madhya Pradesh Act No. 27 of 2010 of Government of Madhya Pradesh and is recognized as per Section 2(f) of the UGC Act

Task Handled

- Planning and implementing business development initiatives with an aim to ensure maximum job offers and provide new career options to the students.
- Understand the changing dynamics of the market for MBA & Engineering graduates and devise strategies to align AUMP graduates with the market
- To formulate the Marketing Strategy, Promotion, Media Plans and admission activities for all the programmes in Engineering, Management, Law, Architecture, Mass Communication, Design & Hospitality for the Indian & International Market with their execution.
- Key responsibility as a Director Admissions for achievement of targets and ensure compliance to Standard Operating Procedures with a direct report to the Vice Chancellor of AUMP.
- Liaison with media and advertising.
- Conduct market research to determine students admissions trend for ensuring corrective approach during admissions counseling

Placements Accomplishments

- ❖ Empaneled Amity University – Madhya Pradesh on recruitment panel board of following companies in following sectors:

BFSI – ICICI Securities, Yes Bank, Axis Bank, Kotak Mahindra Bank

Automobile - Toyota Kirloskar, Yamaha

Manufacturing and Projects – Punj Lyod, Simplex Projects, Ceasefire Industries Limited

IT – MAQ Consulting, Magnasoft, L & T Infotech, C _ NET, Optimus Solutions, SOPRA, Woxa Technologies

- ❖ 2015 witnessed 100% Placements for MBA, B-Tech Civil / CSE / ECE / MAE students
- ❖ Generated 783 Job Profiles with 47 corporates for 289 students of B-Tech 2011-15 batch & 45 Students of MBA 2013-15 batch with an average package of INR. 3.72 Lac for Engineering & INR. 4.22 Lac for MBA batch per annum respectively.
- ❖ 100% Placements achieved for MBA 2014-16 Batch. 83% Placements achieved for Engineering 2012-16 Batch.
- ❖ Empanelled – Bridgestone India Limited, Mankind Pharma, Vodafone, NTT Data, ZYCUS, TATA Technologies, TATA Motors, Praj Industries on the recruitment panel board of AU MP in 2015.

Admissions Accomplishments

- ❖ Admissions Growth of 33% achieved in 2015 Admissions session with 801 fresh Enrollments
- ❖ Admissions Growth of 113% achieved in 2014 Admissions Session with 603 fresh Enrollments
- ❖ Profitably handling admissions of 45 Programs offered by university
- ❖ University School collaboration established with – Scindia School, Bishop Cotton, Auckland House, St. Lawrence Sanawar, St. George's Massoorrie, Birla Vidya Mandir Nainital, Sunbeam Schools Varanasi, Mayo College Ajmer, Daly College Indore, Gwalior Glory etc...

Head – Corporate Relations (June'12 to May'13) Institute of Management Technology (IMT, Hyderabad)

Institute of Management Technology (IMT), Hyderabad, carries a legacy of IMT Ghaziabad's 30 years of excellence in business and management education and is poised to make a mark as a business school of international repute.

Task Handled

- Established and Build relationships with the industries at National and International level for IMT Hyderabad campus.
- Targeting competitive positions and profiles for students from leading recruiters
- Formulated the Recruitment cum Placement policy for the pioneering batch in close coordination with the Students/Registrar/ of the Campus.
- Facilitating the process of Industry and IMT interactions and actively promoting new avenues in experiential learning.
- Maintaining close liaison with industry, thereby keeping abreast with the industry trends and business.
- Preparing and equipping the students to face the corporate world and culture through developing the appropriate skills which includes career counseling and active strategy formulation to help enhance their training and placement programmes
- Responsible for conducting various events like consultancy for executive development programmes, industry visits, corporate get-togethers, event management, research and resource sharing and networking with renowned management association such as AIMA, FICCI, CII, DMA, and National HRD Network.
- Chaired Sessions in two NHRDN Events on Compensation Benefits and Talent Acquisition as well as two DMA events on Branding in Disruptive Markets
- Focusing on maximizing student's exposure and access to recruiters and other key people across various industries and organizations.

Accomplishments

- ❖ Empanelled IMT Hyderabad Campus with companies in following sectors:
Consulting - KPMG, Capgemini, Ernst & young, Deloitte, PricewaterhouseCoopers(PWC)
BFSI - HDFC Limited, Yes Bank, Axis Bank, ICICI Bank, Kotak Mahindra Bank, SBI, Magma Fincorp
Consumer Durable – Samsung, Ogawa, Al Mazro
Automobile - Toyota Kirloskar, Ashok Leyland, TVS Sons
Telecom & Media – HT Media, Bharti Infratel
Logistics – Kuehne + Nagel, Gati, InterGlobe
Manufacturing and Projects – TATA Projects, Ceasefire Industries Limited
Research & KPO – Cheers Interactive, Tech Mahindra, SmartCubes, Future First, Grail Research
- ❖ International Placement in Riyadh and Dubai
- ❖ Generated 203 Job Profiles with 53 corporate for 92 students of MBA 2011-13 batch maintaining Annual Average CTC of INR. 6.89 Lacs per annum.

Assistant Vice President – Sales Educomp Solutions Ltd

(Feb'12 to June'12)

Educomp Solutions Limited, founded in 1994 is a globally diversified education solutions provider and the largest education company in India.

Task Handled

- Holding full P&L responsibility for PAN India Online sales - by new client acquisition & retention of existing clientele
- Focusing on increasing market share via Enterprise or large accounts on pan India basis
- Providing leadership with quarterly updates on new business opportunities, partnerships, alliances, outsourcing opportunities, potential acquisitions and other business opportunities to assist in meeting corporate goals and objectives
- To gather regular feedback on market conditions, competition and other factors influencing sales
- Assist the team in interacting regularly with the clients to ensure a committed and partnership based relationship and comply with Sales process and mechanism of the company to ensure Business professionalism & Integrity
- Spearhead business development initiatives that are consistent with the company's overall strategy in Schools.
- Revenue generation and strategic partnerships development and management.
- Build and manage business development teams.
- Manage overall sales process, set appropriate metrics for sales funnel management.
- Be the driving force in the development of the work ethic, culture and values of the sales and business development group. Through personal example, establish the style and approach which will characterize the Company's dealings with the marketplace.
- Serve as a key member of the executive team that sets the company's strategic direction

Accomplishments

- ❖ **Achieved Sales growth of 46% PAN India**
- ❖ **42 New Clients were brought to company's fold**
- ❖ **Business Tie ups for TOEFL with 72 new Schools in North Zone.**
- ❖ **Opened New market in Punjab, Haryana, Westerns UP and Himachal Pradesh, South** for Online marketing and ETS TOEFL School seminars.

Head Admissions/Placements/Extension Program (Nov'09 to Jan'12) NIIT UNIVERSITY (NU)

NIIT University (NU) is a notified University U/A No. 5 of (GOR) covered U/S 2(f) of UGC Act

Task Handled

- In charge of all ATL , BTL and Marketing Communication for University Team
- Create Regional and National Marketing campaigns targeting various segments of students
- Develop and manage Direct-Marketing led Acquisition Process – Lead Generation, Experience, Evaluate, Negotiate, Sign up.
- Lead Generation through BTL (Events, Promotions) and Telemarketing – Create opportunities for the sales team to present NIIT University's offerings.
- Create & manage a Central Telemarketing hub, design training modules and drive performance.
- Develop Sales collaterals
- Support Channel Partners with Marketing process Training and Collaterals (Standard Direct Marketing formats and kits) to enable them manage the marketing on prescribed lines to help achieve sales target and to ensure the proper use of brands right across
- Dealing with vendors , Advertising – Print , Wireless and outdoor based on National needs
- Develop product positioning
- Evaluate program effectiveness, assesses outcomes, and develop improved programming to achieve goals, complete cost analyses, for programs/events etc
- Review admission applications, evaluate credentials, and make admission decisions
- Managing ongoing strategic communications with colleges, coaching institutes and independent counselors, including email, print, and other media

Admissions Accomplishments

- ❖ **University Admissions Tie up with Top 13 Boarding Schools PAN India**
- ❖ **Represented NIIT University in 131 Schools in North India for B-Tech Enrollments**
- ❖ **Enrolled 175 students** in Management Program in 2011
- ❖ **Enrolled 120 students in Engineering Program 2010-2011**
- ❖ **9 New Education Consultants** were brought to NIIT University's fold.
- ❖ **Opened New market in Maharashtra, Tamil Nadu, Jammu and Kashmir, West Bengal, Assam** for B-Tech and MBA program 2011.

Placements Accomplishments

- ❖ **Empanelled 19 Companies on NU's Placement Board – Sasken, Jubilant Life Sciences, Fortis Healthcare, Biocon, Coca-Cola, Ernst & Young, ICICI Bank, GHCL**

**Head Corporate Relations & Head Admissions
Institute of Integrated Learning and Management (IILM)**

(Nov'07 to Nov '09)

IILM Institute for Higher Education is the leading premier Business School. The institute offers academic programs at both undergraduate and postgraduate levels.

Task Handled – Head Corporate Relations (June'09 to Nov'09)

- Relationship Management with existing customers/industry/clients
- Strategic collaborations with industry, internal and external customer
- Develop new employers to increase the spread/reach
- Alumni management and development
- Understand customer needs and requirements and create mechanisms to provide for the above needs
- Student placements remain the primary responsibility of the department.

Tasks Handled Head Marketing (Admissions) (Sept'08 to June'09)

- Responsible for Admissions for New Delhi, Lodhi Road and Gurgaon Campus.
- Managing Team of 8 Admission Managers who are responsible for Conducting GD/PI in Rajasthan, UP, MP, Punjab, Assam, Orissa, WB, Gujarat, Haryana, Bihar, Jammu and Kashmir and Delhi NCR.
- Conducted National Level Seminars and Presentations at Various Locations across India.
- Networking with leading CAT / MAT coaching institutes PAN India such as CL, PT TIME, IMS, Bulls Eye, Career Forum and managing team of 153 Educational Consultants.
- Organizing Admissions campaign across India for all four MAT, CAT
- Responsible for Print Ads, Internet Marketing and SEO.
- Giving seminars and career counseling sessions to students at MBA Junctions and GK Atlas organized by CL and PT PAN India.

Accomplishments

- ❖ Conducted **5195 interviews** PAN India for enrolling students in PGP 2009-11 session.
- ❖ **Enrolled 917 students** for two years full time autonomous PGP 2009-11 batch.
- ❖ **57 New Education Consultants** were brought to IILM's fold.
- ❖ Opened New market in **Maharashtra, Jammu and Kashmir, Chhattisgarh and Jabalpur** for PGP 2009-11 session.

Tasks Handled Manager-Corporate Relations & Placement (November'07 to Sept' 08)

- To builds in the students the competencies that are of value to the prospective employers, both in contemporary as well as future perspective.
- Generating leads from specific sectors/industry.
- Maintaining constant relationships and creating strategic tie-ups with specific industry.
- Interaction with Liaisoning with Overseas clients mainly Singapore and Dubai for maximization of placement opportunities in southeast Asia and Middle East.
- Assisting prospective employers articulate their human resources needs and accordingly prepare and recommend students to them for internship and placement.
- Reaching out to the corporate for Guest Lectures, Seminars, Summer Interns and for Final Placements.
- Conducting Career Development and Personality Development Sessions.
- Business Development in terms of activating dormant accounts and generating new accounts.

Accomplishments

- ❖ Empanelment of IILM with **Coca-Cola and PepsiCo, Nestle, Reckitt Benckiser, Videocon, Honda, Blue Star, IndiaMart, Nicholas Piramal, TradeIndia, Motilal Oswal, RR Investors, Outlook Group, GE Energy, Pricol, Sona Koyo Steering, Hyundai, DS Group.**

- ❖ **Overseas Placement visits to Singapore and Dubai for Empanelling IILM.**
- ❖ **Placed 173 Students from 2006-08 Batch, 27 students from 2007-2009 Batch**
- ❖ Introduced new models for revenue generation.
- ❖ Identified Foreign University for Academic Tie-ups.

Marketing Head (Delhi NCR) (November'05 to Nov '07)
PT Education Training and Services Limited (PTETSL)

PT Education Training and Service (P) Ltd current area of operations encompasses training students for various competitive exams in India for entrance to prestigious careers like MBA, GRE/GMAT, Personality Development Programs etc.

Tasks Handled

- Responsible for Admissions of Graduate Student in PT Education **flagship PINNACLE (CAT / MAT / XAT) preparation program.**
- Handled Delhi NCR ICSE and CBSE schools for **TAKE OFF program for Class XII students** for BBA, Hotel Management and Law entrance preparation.
- Managing team of Asst Sales Manager involved in institutional Tie-ups, corporate trainings, branding, event management
- Training students on GD/PI aimed at honing their skills on personal attributes, conducting personality development sessions
- Conducting Career Counseling Seminars in Colleges and Institutes
- Responsible for achieving Admissions and Sales targets, planning and executing various academic events and nurturing the project on an All Delhi and NCR basis.
- Motivate the entire team to generate more referrals
- Coordination and Logistic management between Eight Centers and Corporate office.
- Responsible for monitoring and controlling all centers marketing activities involving sales, current market trend
- In charge for Institutional Tie-ups
- Responsible for sales promotion activities and media planning and Vendor management

Accomplishments

- ❖ Corporate Tie-ups with **BIT, IILM, GTBIT, NSIT.**
- ❖ Conducted Mega Event like "**CATALOGUE**", **Educational Boutique, Quiz WIZ** in Delhi NCR
- ❖ **Program Tie-Up for TAKE OFF Program with 87 Delhi NCR Schools including Modern School, DPS (Vasnat Kunj), Bal Bharti School**

Executive Officer (March'04 to Nov'05)
REPSOL YPF (EIIL)

REPSOL is a Fortune 500 Spanish petrochemical major with footprints spanning over 28 countries. In India, REPSOL is into LPG marketing under brand name – MAX GAS.

Tasks Handled

- Appointing Dealers and Distributors of LPG in Rural Punjab
- Handling sales and distribution responsibility in Punjab
- Plan and achieve growth in value & volume across the product portfolio, identify opportunities to maximize sales and lead a team of Sales Executives.
- Allocate manpower to different territories; allocate promotional budgets to market; generate proposals for additional resource such as manpower, budgets along with cost/benefit
- Responsible for sales through channel as well as end-user accounts to achieve revenue targets

- Responsible to formulate business plan along with channel partners to maximize sales
- Competitive Sales Analysis, Inventory - Distribution Control.
- Sales Presentation/ Closing, Implementation of company's pricing, credit and distributional policies.
- *Ensuring infrastructure* at distributor outlets as per CCOE
- Spearhead Brand Building activities, customer retention and loyalty programme.
- Forecasting, Budgeting, MIS & Logic management.

Accomplishments

- ❖ Appointed and handling largest network of C&F Agents/Distributors.
- ❖ Rated **exceptional** 20 times out of 30 performance appraisal ratings.
- ❖ Ensured reach of MAXGAS in **1500 villages** by appointing more than **120 Point of Sales(Dealers) and 6 Mega C&F Agents in Punjab**
- ❖ Taken Purchase orders From **Punjab Tractors Ltd, Ranbaxy, KFC, Punjab Lightening Division**

Business Development Manager SWASTIK PIPES LTD.

(Mar'00 to Mar'04)

SWASTIK PIPES LTD is one of the leading Manufacturers and Exporters of ERW Galvanized Steel Pipes and Tubes ranging from 15mm NB to 300mm NB conforming to various Indian and International standards.

Tasks Handled

- Sales, marketing and Export of ERW GI and Black Pipes
- Sales team monitoring and mentoring.
- Ensuring brand promotion, visibility and merchandizing.
- Handling CHA and Shipping Line people for Negotiation of Sea Freight and proper shipment of Export Cargo
- Handling Third Party Inspection at Plant and getting Inspection Release Note on Time for timely dispatch of Material.
- Following Custom Clearance Procedure and filling documents for getting Bill of Lading and other Export documents.
- Maintaining DEPB License Records. Sell and Purchase of DEPB License.

Accomplishments

- ❖ Purchase Orders from **KUMAGAI SKANSKA, L&T, IVRCL, EIL, UNITECH, DDA, IOCL Panipat**
- ❖ Expanded dealers network by **two times**.
- ❖ Sale in Middle East **grew by 80%**, purchase Orders from **Tee Dee Trading, Al-Sabih, Al-Altaraf, Abdullah Dashti, Al-Tafooq.**
- ❖ Expanded dealers' network by **two times**.
- ❖ Sale in Middle East **grew by 80%**.
- ❖ For the first time our product made available for **KUWAIT** market.

Business Executive Veer Prabhu Marketing Ltd

(Jan'98 to Feb'99)

VPML is the authorized distributor and C& F for **Castrol India Ltd** for South 24 Parganas **(Kolkata)**

Tasks Handled

- In charge for the sale of **CRB Plus**.
- Appointing Dealers and Stockiest in the territory

- Arranging Dealers and Distributors meet
- Maintaining Adequate stock at Petrol Pumps for 2 Stroke and 4 stroke vehicles
- Tie-ups with workshops and Maruti service stations for Engine Oils and GTX
- Formulating Strategies and Implementing the same with regard to marketing activities
- Achieving Monthly and Annual sales and Revenue targets.
- Projection report for the new product launch/scheme, ensuring revenue generation, feasibility study etc
- Ensure all accounting reports are produced on time and all financial transaction is channelised through bank.

Accomplishments

- ❖ Appointed 12 new dealers
- ❖ Tie-ups with Motar Craft, Car Craft

Academic Credentials

- **PhD in Management** from Amity University Madhya Pradesh on "**Study on Integrated Model for Academia Industry Interface in Indian Higher Education System**"
- **Postgraduate Diploma in Marketing and Sales Management from Bhartiya Vidya Bhawan (New Delhi)** in the year 2000 with 55% marks.
- **Diploma in Network Centered Software Engineering from NIIT** in the year 2000 with 79.9%
- **Bachelor of Commerce** from Calcutta University in the year 1996
- **Diploma in Computers Application and Management** from The George Telegraph Training Institute Calcutta in the year 1995 with 65% marks.

Books & Publications

- **Book:** "The World of Campus Placements",
Printer and Publisher: Today & Tomorrow's Printers and Publishers
ISBN: 9788170196846
- **Book:** "The World of Brands and Branding"
Printer and Publisher: Today & Tomorrow's Printers and Publishers
ISBN: 9789391734206

Other Vital Info

REFERENCE

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2. **Mr. Suresh Kumar**
Global Head Corporate Relations
SP Jain School Global Management
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Annual C.T.C.

INR. 28.80 LPA

Personal Details

Father's Name
D o B

Late Mr. Gaya Prasad Pathak
4th Oct, 1976