



# GILBERT ANTHONY MENDES

M.B.A (MARKETING), B.E (INFO. TECH.)

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## Profile

An accomplished and organised Manager & Educationalist with over 10 years of Industry Experience and 6 years of Academic Experience concurrently. Passionate about Entrepreneurship and Innovation Management. I have been working for greater Industry interaction with Educational Institutions.

## Experience

### **Co- Founder, Kartalyzer Ventures - 2021 to Present**

A 360° eCommerce solution partner to manufacturers & local entrepreneurs sell online by being apart in their eCommerce journey right from IT infrastructure implementation to sales, accounting, logistics to after-sales, and online reputation management.

### **Asst. Professor, Srinivassa Sinai Dempo College of Commerce and Economics - 2022 to Present**

A Faculty, in the Department of Business Administration with a coverage and focus on subjects of Marketing, Entrepreneurship and Innovation Management.

### **Founder & Owner, Electro Curve Marketing Solutions - 2013 to Present**

A consulting professional who advises company owners in order to improve their understanding of their technical management and strategise systems in order to increase the ability of successful and relevant management process implementation.

### **Former Asst. Professor, Don Bosco College, Panjim - 2018 to 2022**

Former Head of Department and Faculty, in the Department of Business Administration (Travel and Tourism) with a coverage and focus on subjects of Marketing, Hotel Management, Strategic Management and Food, Hygiene and Safety.

### **Former Software Developer, Anant Infomedia Pvt. Ltd. - 2012 to 2013**

One of the leading company providing CRM CLM SFA solution for Pharmaceutical & Life Science Industry. Worked to develop softwares for the pharma & life science Industry which includes some of the leading companies like Glenmark, Abbot Nutrition, Mylan and Unichem Labs.

## Education

### **PHd (Management) pursuing - 2024, Goa University**

In the area Artificial Intelligence enabled Customer Experience

### **Master of Business Administration - 2015, Goa University**

GPA 7.42, Grade B - Goa Business School, Goa University.

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**Bachelor of Engineering (Information Technology) - 2012, Mumbai University**

Overall Percentage 59.39% - Rajendra Mane College of Engineering and Technology, Ratnagiri.

**HSSCE - 2007, Goa Board of Secondary & Higher Education Studies**

Overall Percentage 60% - Don Bosco Higher Secondary School, Panaji.

**SSCE - 2005, Goa Board of Secondary & Higher Education Studies**

Overall Percentage 71.86% - Don Bosco High School, Panaji.

**Social Leadership**

**Member, GCCI Education and Skills Committee**

**Moderator, Parish Pastoral Council, Guirim Sangolda**

**Lay Animator, Don Bosco Youth Services, DBYS - INP**

My primary areas of interest are *Marketing, Entrepreneurship and Business Development*. I have given various sessions on the above topics for students and industry at multiple levels.

**Skills**

Growing up in an institute promoting extracurricular activities, I have represented my School and University (PG team) in Table Tennis. Music has been another relaxation avenue with professionally studying the Violin and performing at various levels in Goa. Being passionate about playing various sports and participating in various Youth Development Programs has been a way of staying fit and keeping my head on my shoulders. This also helped me build a skill of public speaking and oratory.

**References**

**Dr. Cedric Silveira**, *Principal*, Don Bosco College, Panjim - [donboscoGOA@rediffmail.com](mailto:donboscoGOA@rediffmail.com)

**Mr. Kishore Shah**, *Director*, Ideaz Unlimited and *Managing Trustee*, GDP Foundation - [shahkishorem@gmail.com](mailto:shahkishorem@gmail.com)

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