

# **RESUME**



***PROF (Dr). HITESH KATYAL***

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## **Summary**

- ✓ 24 plus years of professional experience , 17 years in industry and 7 years in academic.
- ✓ Solution-focused professional with excellent interpersonal and rapport-building skills
- ✓ Highly experienced in management of large audience
- ✓ Excellent communication and presentation skills
- ✓ Has wide experience of both academia as well as Industry with proven track record in north India

**PHD - Sales & Marketing,** University Business School, Chandigarh – 2002  
**PHD Topic:** Privatization of Telecom industry in India  
**MBA – Marketing & HR,** HP University, Shimla – 1987 (1<sup>st</sup> class - 74% Marks)  
**Diploma – Mechanical Engineering,** CPC, Chandigarh - 1984

## **Work Experience**

### **Academic:-**

**Principal & Prof of strategic Management , Chandigarh business  
School of Administration , Landran , Distt Mohali**  
till date

April 2011-

### **Job responsibilities:**

CBS is a premier institute of CGC group which has MBA, MCA, BBA and BCA professional courses with total strength of close to 3000 students.

- Established ED cell within campus within two months of joining
- Regular FDP and conferences conducted
- Participated in national & International conferences
- Excellent academic results and placements
- Regular pre placement training and soft skill classes started
- Better Industry academia interaction

**Senior Manager CSD , Videocon Telecommunication Ltd**

**October 09- April 11**

Job Responsibility :

Handled call center operations for Haryana circle

**Assistant Professor- Chandigarh Business School Landran**

**May '09 – Oct '09**

Job Responsibility

Taught Economics to post graduate students with 100 % results

- ✓ **Director – LCP, Dera Bassi**

**October 07-May 09**

- ✓ Longowal Pharmacy College is one of the oldest pharmacy colleges in Punjab providing diploma courses in pharmacy and engineering

**Assistant General Manager – Marketing at Reliance Comm Ltd.**

**Nov '03 – Mar '08**

*Job Responsibilities:*

- ✓ Handling of Product and tariffs of Reliance postpaid, Wireline, Broadband and prepaid PCO in Punjab, Haryana and Himachal
- ✓ Identification & Selection of Business Associates
- ✓ Process Management & Product Training to Business Associates.
- ✓ Selection & Training of Associate's Staff (Sales, Service & Back Office).
- ✓ Managing a team of zonal heads and executives.
- ✓ Organizing all outdoor marketing activities like banner/hoardings, road shows, signage etc.
- ✓ Responsible for press ads, publicity, gifts, leaflets and posters for all marketing campaigns
- ✓ Liaison with Sale, Technical, Customer Care, Logistics & Commercial department

**Lecturer – Gian Jyoti Institute of Management**

**Aug '03 – Nov '03**

*Job Responsibilities:*

- ✓ Lecturer in International Business

**Senior Officer – Product Marketing at HFCL Infotel Limited**

**Feb '00 – Aug '03**

*Job Responsibilities:*

- ✓ Handled independently product 'PCO' and made it a 8 crore per month product within two years
- ✓ Product and tariffs finalized for STD PCO
- ✓ Launched 'Punjab PCO' and 'Local PCO' two very popular version of PCO in Punjab
- ✓ Planned indoor and outdoor publicity

**Sales Manager – Telebox Electronics Limited**

**Aug '92 – Jan '00**

Telebox is one of the premier Telecommunication companies of Punjab which deals in STD PCO monitors

*Job Responsibilities:*

- ✓ Responsible for sale of STD PCO monitors

**Sales Manager – Hero Majestic Limited**

**Aug '87 – Feb '92**

Manufacturer of cycle parts and mopeds

*Job Responsibilities:*

- ✓ Responsible for export of cycle parts and mopeds

**Achievements**

- ✓ I have been awarded Certificate of Excellence for being the best performer by **HFCL and Reliance**

**Personal Detail**

Father's Name	:	Late Sh. O.P. Katyal
Date of Birth	:	19/04/1964
Nationality	:	Indian
Hobbies	:	Reading Books & Newspapers

**(HITESH KATYAL)**