



## PROFILE

Ph.D with 17 years of work experience, with expertise in business development, key account management, Channel Sales Management, New territory development, international experience and regional profile including 6 years of teaching experience in the field of Marketing at the MBA level.

## CONTACT

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# Dr. MADHUKAR S M

## WORK EXPERIENCE

### Director of Shared Visions

#### Dhwani Life Sciences Pvt Ltd., Bangalore

February 2019 - Present

As an integral member of the Dhwani core team, Madhukar inspires and drives the shared vision for the company – from strategy to execution - besides spearheading initiatives across all key fronts: grants, sponsorships, sustainability, business development, channel engagement, sales and marketing, HR and Administration.

### Assistant Professor

#### MSNM Besant Institute of PG Studies, Mangalore

August 2017 – January, 2019

Apart from teaching Marketing subjects, was in-charge of placements, Dialogue Series, Sports and NAAC for the institute.

### Managing Partner: M/s. Design Block

Design Block is an Interior Solutions Firm based in Mangalore, comprising of a team of Architects, Interior Designers and Interior Contractors who are committed to give the best service and the best value of money to our clients.

Duration: January 2014 - July 2017

### Institute: Mangalore Institute of Technology & Engineering (MITE), Mijar, Mangalore.

Designation: Visiting Faculty - Assistant Professor

Duration: August 2016 - July 2017

### Institute: Sahyadri College of Engineering and Management, Mangalore

Designation: Assistant Professor

Duration: From June 2012 – December 2013.

### Institute: St. Aloysius Institute of Management and Information Technology (AIMIT) Beerli, Mangalore

Designation: Assistant Professor

Duration: From July 2010 – June 2012.

## **SUBJECTS HANDLED**

- Management and Organization Behaviour
- Integrated Marketing Communications
- Principles of Marketing
- Rural Marketing
- Sales & Retail Management
- Consumer Behaviour
- IT for Managers
- International Marketing
- Strategic Brand Management

## **AREAS OF INTEREST**

- Brand Management
- Rural Marketing
- Digital Marketing

## **Details of Achievements in Academics:**

- Coordinated the initiation of the NEN Entrepreneurship Cell at Sahyadri College of Engineering and Management.
- Co-Coordinator of VTU Exam Centre - Scanning Section at Sahyadri College of Engineering and Management.
- Coordinated the Business Consultancy Project for the MBA students at St. Aloysius Institute of Management and Information Technology (AIMIT).
- Successfully coordinated placement activities at MSNM Besant Institute of PG Studies with more than 25 offers for the students.
- Successfully coordinated MSNM Dialogue Series with Mr. Prakash Padukone and Mr. Ullas Kamath, Joint MD and CFO, Jyothy Labs as resource persons at MSNM Besant Institute of PG Studies in 2017-18.
- Successfully coordinated MSNM Besant Kabbadi Tournament on 13<sup>th</sup> March, 2018 with over 30 team participations.

## **Company: Carl F India Pvt Ltd.**

Duration and Designation:

October 2009 – July 2010, **Territory Manager – Handrail.**

December 2007 – October 2008, **Assistant Manager, Singapore.**

2005 – November 2007, **Territory Manager- A P.**

## **Job Profile:**

- Achieving primary and secondary targets for Handrail for South India.
- Managing a customer base of Architects, Interior Designers, Contractors and Project Managers.
- Managing detailing & product discussions with architects and customers.
- Complying with reporting systems, work plans and operating within assigned budgets to maximize sales and to establish effective sales administration systems.
- Ensuring product specifications for various projects in India and the United Arab Emirates.

## PERSONAL SKILLS

- Presentation
- Negotiation
- Leadership
- Team Building
- Multi-Tasking

### **Company: Ingersoll Rand International (India) Ltd.**

**Designation:** Territory Manager, Karnataka. (Channel Sales)

**Duration:** November, 2008 – October 2009.

#### **Job Profile:**

- Achieving primary and secondary targets for door hardware for Karnataka.
- Appointing and managing distributors in the region.
- Managing detailing & product discussions with architects, Interior Designers, Contractors, Project Managers and customers.
- Complying with reporting systems, work plans and operating within assigned budgets to maximize sales and to establish effective sales administration systems.

### **Company: Allergan India Pvt Ltd.**

**Designation:** Area Sales Officer, Chennai. (Business Development)

**Duration:** From March 2005 - October 2005.

**Company Profile:** Allergan India Pvt. Ltd in a Multi National Company deals with health care and surgical products. It specializes in Eye care products along with Skin care products, Botox and surgical instruments.

#### **Job Profile:**

- Achieving primary and secondary targets the territory
- Managing a customer base of doctors, pharmacies and dealers/distributors.
- Managing detailing & product discussions with ophthalmologists.
- Complying with reporting systems, work plans and operating within assigned budgets to maximize sales and to establish effective sales administration systems.

## ACTIVITIES AND INTERESTS

- Interior Designing
- Photography
- Cycling
- Running

## EDUCATIONAL QUALIFICATIONS

- **Ph.D in Marketing** with the Research titled "**Impact of Online Marketing on Mutual Fund Investments in Dakshina Kannada District of Karnataka**" under Dr. M.G. Krishnamurthy at Visvesvaraya Technological University, Karnataka, 2021.
- Pursuing Digital Marketing and Analytics Course from **Indian School of Business (ISB), Hyderabad.**
- **MBA (Post Graduate Diploma in Management)** from Institute of Finance and International Management (IFIM), Bangalore, specializing in **Marketing and Finance**, 2003-2005. **(CGPA 8.09/10/00)**
- **BBM:** From Mangalore University, Mangalore in 2003. **(Percentage of Marks-72%)**
- **Pre-university (Science):** From St. Aloysius College, Mangalore in 2000. **(Percentage of Marks-63%)**
- **SSLC:** From St. Aloysius High School, Mangalore. **(Percentage of Marks-80%)**

**ANNEXURE**  
**DETAILS OF PUBLICATIONS, SEMINARS AND WORKSHOPS ATTENDED**

**Books**

SL No.	Title of the Paper	ISBN No	Edition	Publisher
1	Rural Marketing	ISBN:978-93-83922-02-4	2014	Thakur Publishers, Bengaluru

**Publications:**

SL No.	Title of the Paper	Volume/Issue	Month / Year	Journal/Magazine
1.	Digital Marketing Of Mutual Funds: A Demographic Approach	Volume 6, Issue 1 (III)	January - March, 2019	International Journal of Advance and Innovative Research
2.	Consumer Behaviour towards Marketing Mix in Organized Retail: A Study with reference to Supermarkets in Mangalore	Volume – 5, Issue 2 (5)	April - 2018	International Journal of Management Studies
3.	Investigating The Impact On BSE Sensex Using Multiple Regression Model	Volume no. 4, Issue no. 11 (ISSN 2231-4245)	November, 2014	International Journal Of Research In Commerce, Economics & Management
4.	Indian Rural Markets- Developing a sustainable Healthcare System and Health Insurance System	Volume 3, Issue 1 (ISSN 2229-5496)	March, 2012	AIMIT Working Paper Series
5.	Creating Brand Equity in Rural Markets with Special Reference to Financial Services	Proceedings of National Seminar	March, 2012	National Conference on Achieving Distinctive Competence Through Service and Excellence
6.	Quality Enhancement in Service Sector with Special Reference to Healthcare Industry – Issues and Challenges	Proceedings of National Seminar	March, 2012	National Conference on Achieving Distinctive Competence Through Service and Excellence
7.	Role of Self-Help Groups in Capital Formation	Proceedings of National Seminar	March, 2012	National Conference on Achieving Distinctive Competence Through Service and Excellence
8.	Adoption of IMC for Provision of Financial Services in Less Developed Countries	Proceedings of National Seminar	March, 2012	National Conference on Achieving Distinctive Competence Through Service and Excellence

**Papers Presented:**

SL No.	Title of the Paper	Name of Conference/ Seminar	Date	Institution
1	Indian Rural Markets- Developing a sustainable Healthcare System and Health Insurance System	Rural Transformation and Developmental Perspective Managerial Challenges	22-01-2012	Manipal Institute of Management, Manipal
2	Creating Brand Equity in Rural Markets with Special Reference to Financial Services	National Conference on Achieving Distinctive Competence Through Service and Excellence	23-03-2012 24-03-2012	St. Josph's Engineering College, Vamanjor
3	Quality Enhancement in Service Sector with Special Reference to Healthcare Industry – Issues and Challenges	National Conference on Achieving Distinctive Competence Through Service and Excellence	23-03-2012 24-03-2012	St. Josph's Engineering College, Vamanjor
4	Role of Self-Help Groups in Capital Formation	National Conference on Achieving Distinctive Competence Through Service and Excellence	23-03-2012 24-03-2012	St. Josph's Engineering College, Vamanjor
5	Adoption of IMC for Provision of Financial Services in Less Developed Countries	National Conference on Achieving Distinctive Competence Through Service and Excellence	23-03-2012 24-03-2012	St. Josph's Engineering College, Vamanjor

**Workshops/ Faculty Development Programmes:**

SL No.	Name of the Workshop	Date	Institution
1	Research Methodologies & Latex	09-09-2014 to 11-09-2014	VTU, Belgaum Conducted at Shree Devi Institute of Technology, Mangalore
2	Research Methodology in Management and Social Sciences – A Skill Building Approach	18-02-2013 to 22-02-2013	JNNCE, Shimoga
3	Research Methods for Business Management and Social Sciences	23-07-2012 to 29-07-2012	Sahyadri College of Engineering and Management, Mangalore
4	Workshop on Consumer Research Practices by Nielsen at 5 <sup>th</sup> IIM-A Doctoral Colloquim	06-01-2012	IIM- Ahemadabad
5	Workshop on Essentials of Qualitative Research at 5 <sup>th</sup> IIM-A Doctoral Colloquim	06-01-2012	IIM- Ahemadabad
6	Workshop on Qualitative Research Tool (NVIVO) at 5 <sup>th</sup> IIM-A Doctoral Colloquim	06-01-2012	IIM- Ahemadabad
7	Research Methods for Business Management and Social Sciences	11-07-2011 to 17-07-2011	AIMIT, Beeri, Mangalore
8	Research Methods for Social Sciences – A Skill Building Approach	09-08-2011 to 11-08-2011	AIMIT, Beeri, Mangalore