

## **K.R.K. MOORTHY**

3, Savita, 16<sup>th</sup> Rd., Chembur, Mumbai 400071.  
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### **EXPERIENCE**

**1967-1993 Glaxo India Ltd. (Now Glaxo Smith Kline), Mumbai**

**General Marketing Manager (1986 – 1993)**

Other titles include Commercial Mgr, Branch Sales Mgr./All-India Sales Mgr., Mktg. Planning Executive, Marketing Research Mgr., Corporate Planning Executive, Mktg. Planning & Development Mgr., Departmental experience include Pharmaceuticals, Consumer Products, Fine Chemicals, & Corporate Divisions

#### **Major Contributions:**

Established systems and procedures in the above functions.

- Turned non-viable Fine Chemicals Divn. into the most profitable division in three years as GMM
- Rated as **Outstanding Manager** in 1992
- Improved viability of the Consumer Divn. As Business Development. Mgr.
- Initiated work on Diagnostics Product Line in 1992

**Involved in Training & Devpt. Programmes as a Resource Member**

**1964 – 1967 Sandoz, India, Mumbai**

**Market Research Officer**

**1959 – 1964 Reserve Bank of India, Mumbai**

**Statistical Assistant**

### **OTHER EXPERIENCE**

**1994-95 Pidilite Industries Ltd., Industrial & Consumer Products, Mumbai**

**Sr. General Manager (Marketing Services)**

Improved systems & procedures of Marketing Expenditures and Credit Control. Undertook advanced training programmes for Marketing Staff.

**Jul-Sept. 1995 Ratanchand & Co., Dealers in High Quality Chemicals, Mumbai**

**Marketing Director**

Developed contacts with major Pharmaceutical Cos. using earlier experience and contacts

**Oct 95-Feb 96 1<sup>st</sup> Computers, Chennai (Madras)**

**Corporate Advisor**

Edited and improved Management Course contents.

Brought professionalism in a family-owned organization.

Due to frequent travel in the USA, Canada and UK., recent commitments restricted to the following:

- 1982 – present: Regular contributor of articles to Bombay Management Assn.(BMA); 2005 – present, Panel Member for BMA Review publication
- 2005 – present: Member, Expert Committee of the Dignity Foundation (Mumbai); advise on content and presentation of Senior Citizens' problems & issues to authorities at State and Central levels **Also short listed to head the group for training Seniors on Communication in English**
- 2004 – present: Consultant on Hindu Philosophy to Rishikulam Charitable Trust, Kerala; Expert in Adi Sankara's Advaita (Shankara Dharma) Undertook translation of Sri Narayana Guru's philosophical works from Malayalam to English

## **EDUCATION**

- M.Sc. (Statistics) Bombay University, 1959
- B.Sc. (Hons-Maths) Bombay University, 1957

## **OTHER PROFESSIONAL QUALIFICATIONS AND MEMBERSHIPS**

- Dip. Marketing Management, St, Xavier's Inst. of Mgt. Studies. 1967
- Dip. Marketing. Chartered Inst. of Marketing. (U.K.) 1968
- Dip. Advertising and P.R. Bhavan's College. 1969
- Cert. In Financial Management J.Bajaj Inst. Of Mgt. Studies Bombay. 1976
- Dip. In Advanced Management (EKS) , Mewes System, Frankfurt. 1984
  
- M.C.I.M. - Member Chartered Inst. Of Marketing, U.K. 1965-2003
- M.I.Mgt. - Member Chartered Inst. Of Management U.K. 1968-2003
- M.I.M.A. - Member, All-India Management Association 1977-1980

## **OTHER INTERESTS & CONTRIBUTIONS**

- **Lecturing to Management /HRD Students** in a number of institutions in Mumbai and elsewhere till 1990. Subjects:-General/Marketing Management, Communication Skills, Materials Management and some aspects of H.R.D.
- **Published over 300 articles** in well-known newspapers/periodicals such as Times of India, DNA, Economic Times, Financial Express, BMA Review, Purchase, Chemicals Purchase, Access (ATT), Dignity Dialogue; Topics include General/Marketing Mgmt., HRD, Leadership, Personal development, Business Communication, Religious Philosophy, Upanishads, Yoga, Meditation, and subjects of general interest or educative nature, and humour. Another 50 and odd articles on Leadership, strategy, marketing, personal development, based on latest books and literature await publication.
- **Travel Abroad:** Visited U.S.A. seven times since 1993, Canada four times, U.K (2 times), Singapore and Hong Kong
- **Family:** Includes spouse Sita (B.Sc.( Hons), B.Ed. Retd. Teacher), and two sons
  - Ramkumar Ph.D. (Tufts), MBA (Chicago), Partner, ZS consultants, Princeton, USA.
  - Suraj Ph.D (Dukes), MBA (Wharton), Director, Oncology, Business and Commercial Analysis, Glaxo SmithKline, USA.
  - Both sons send me the latest literature on Management, HRD and related subjects.

## MASTER LIST OF ARTICLES

### A. LEADERSHIP, STRUCTURE, STRATEGY, POWER, DECISIONS.

1. Leadership and Organizational change
2. What Leaders, really do.
3. Developing Leadership in a new job/ Organization.
4. Be Nice, but Tough, with less Stress
5. Getting things Done
6. Inspirer Vs Performer.
7. Healthy Organizations
8. New parameters for High Performing Organizations.
9. Moral Dimensions of an Organization.
10. The Heart of Change lies in Change of Heart/
11. Revitalizing and transforming 'old' businesses.
12. Managing small Businesses (Skills Required)
13. Role of power in an organization- I
14. Sources of Power- II
15. Strategies and Tactics to get Power-III
16. Dynamics of Power- IV
17. Decisions, Uncertainty and Strategy
18. Decision Traps
19. Intuition, Inference and Decisions.
20. What Makes (new) Managers Succeed (Sent JN)
21. Teething troubles of Small scale Businesses (Sent JN)
22. Business Strategy- Product Life Cycle, & Product Portfolio- Long article
23. Understanding Consumer Behaviour (Psychological Approach)-Long artic
24. Innovations in Pharmaceutical Marketing.
25. A New Look at Marketing Mission.
26. Excerpts from "Who says elephants can't dance"
27. Value Creation Through Customer Satisfaction
28. The path from Effectiveness to Greatness ( Covey's 8<sup>th</sup> habit)
29. Shaping Organizations of the future.
30. Professionalism and Client Relationship
31. Satisfied Employees and Partnership Management
32. Success through honest and moral leadership
33. International business communication.
34. Be nice, but tough, with less stress
35. Balancing Business growth and risk
36. History of management
37. Brand Equity Management
38. Great managers do 'management by insight'.

## **More Articles**

- Little known executive diseases.
- 3 articles on finance
- Crisis Management
- Marketing Hi-Tech Products
- Competitive Intelligence
- Developing Skills in Negotiations
- 50 Tips for Less Stress in Life and Work
- The knowing doing Gap
- Advisor-Client Relationship
- Understanding the customer/client

## **B. HRD, TRAINING, CAREER PLANNING, SELF- IMPROVEMENT**

1. Education Future Trends and Needs.
2. Values and Career Choice.
3. Planning and Managing Career Development.
4. Mastering Executive Skills – Long article
5. A Career Progress Chart
6. Ten Commandments for a Career.
7. Secret of Success of Winners.
8. Getting the job you want (Resume/ Interview Tips).
9. Attracting and Retaining Talented People.
10. Motivating Employees to Learning and develop.
11. Don't let your Anger conquer you.( Psychological)
12. Get Your Perception Right. (Psychological)
13. Executives! Save your Heart (on Health)
14. Prepare yourself to speak extempore.
15. The best Advice that influenced the great
16. Harmony between work and life.
17. Interpersonal Savvy and relation management
18. Conflict Management through Collaboration
19. Type/Style of people and job characteristics.
20. Simplified version of Situational leadership

### **C. EMOTIONAL INTELLIGENCE AND RELATED TOPICS**

1. Building Emotional Competence/Intelligence.
2. Building Social Competence/Skills
3. Role of Emotional Intelligence (EI) in an Organization
4. Defining Leadership in the Emotional Context
5. Leading by Understanding EI.
6. Emotional Strength and Moral Courage.
7. Personality Development.
8. Body Language and Emotions.
9. Non-Verbal Communication, and Business.
10. Creating an Emotionally Intelligent work place
11. Propelling Emotional Energy for peak performance.
12. Measuring EQ.

### **D- GENERAL ARTICLES AND HUMOUR**

1. AIDS- some Truths some Myths
2. Ginger
3. Pepper- The king of Spices
4. Cardamom
5. Mango- The king of fruits.
6. Little known Executive diseases (humour)
7. Dog in the 'Manager' Policy ( humour)
8. Inglising can be amusing and confusing (humour)
9. Mothers' day and Fathers' day
10. Christmas, Then and now
11. Santa Claus
12. Swati Thirunal
13. A Scientific Introduction to Music.
14. Nanotechnology- The new BUZZ- Word
15. Aging, exercise and diet
16. Bird flu
17. Acupuncture
18. Don't ever close the book (poem)

## **E. RELIGION, PHILOSOPHY, FESTIVALS, SCRIPTURES**

1. Jagatguru Sankaracharya.
2. Advaita and Sankara Dharma.
3. Brahmasutra and Vedanta.
4. Hinduism –its evolution and beliefs.
5. Upanishads- Summary
6. Dasoupanishads (10+1 Upanishads)
7. The Gayatri mantra
8. Pranayama.
9. The cosmic dance of Nataraja.
10. The Four aims in life
11. The Four Maha vakyas.
12. Khandar Anubhuti
13. Sun worship through ages
14. AGNI
15. Is there Life after death
16. End of the world –Some beliefs
17. Buddha who enlightened the Upanishads
18. Environmental Awareness during Vedic times
19. Vishu
20. Holi festival
21. Janmashtami
22. Sakti- The Mother Goddess
23. Greatness of Teacher and Teaching according to Upanishads.
24. Awareness. (Ashtavakra Geeta)
25. Six stanzas (Adi Sankara)
26. Mandukya Upanishad.
27. YAMA/NIYAMA. Etc..
28. Protestant reformation

### **Published Articles:**

- Universality of prayers
- Human values in management according to Geeta
- Ancient Indian and Chinese Philosophies,
- Onam
- Action and not Inaction is the message of Geeta