

Rajesh Narula

Chief Value Creator at Micro-Marketers

New Delhi, Delhi, IN

Experienced dynamic speaker on business strategy, marketing, and CSR

Biography

Rajesh Narula is a qualified management and software professional with over twenty years of experience in almost all aspects of sales and marketing at an international level. His last assignment was with a leading global software solutions provider where he was responsible for the gamut of marketing activities including business development in the France market and corporate branding, positioning, communications etc. He has introduced many innovative ideas in his career, produced award winning collateral and achieved excellence in corporate sales and distribution network management. He has now set up Micro-Marketers (www.micromarketers.net) - a pioneering venture that offers marketing services in an outsourced model, and seeks to create a new world of professional marketing.

Rajesh speaks French, Portuguese and Japanese and writes frequently on marketing, arts, sports, social issues and technology for various national publications such as The Hindustan Times, The Pioneer, and various professional journals. He is the author of “How to set up your business” published by FICCI - apex chamber of commerce in India

He is a visiting professor at some of India’s premier management schools and lectures frequently at professional management bodies, international seminars and other forums. He heads the FLO Business Consultancy Cell at FICCI.

He is a corporate trainer and conducts various workshops for entrepreneurs, sales and marketing departments, customer service teams, on various aspects of sales and marketing, CRM, soft skills including leadership skills, personal coaching and strategic think tanks sessions, as well as various programmes for school teachers and students.

Rajesh is equally passionate about marketing and technology, and is also an avid photographer, a Black Belt Karateka and trekking enthusiast.

Availability

Moderator, Panelist, Workshop, Corporate Training

Industry Expertise

Advertising/Marketing, Information Technology and Services, Business Services, Training and Development, Real Estate Dev/Ops, IT Services/Consulting, Computer Software, Consumer Electronics

Areas of Expertise

Value Creation Through Marketing, Digital Leverage for Marketers, Building Technology Brands

Sample Talks

Emerging Directions in Marketing

Deals with the current issues facing marketers and consumers alike.

Event Appearances

Achieving Mach 10 Growth : Strategy for Market Leadership

Corporate Workshop

Corporate Governance and Organization Planning

Series of Corporate Workshops for the Board of Directors of a Real Estate Company

Direct & Indirect Sales

Corporate Workshop for the Zonal Sales Team of a manufacturing company

Achieving Personal and Organizational Excellence

Corporate Workshop for Production Managers and Workers of a multinational company

Value Based Collaboration - New Approach to Consulting

International Services Congres organized by FIEO

ERP - Bitter Pill or Viagra

Madras Management Association

Brand Building through Customer Engagement

Seminar by New Delhi Institute of Management

Workshop on Effective Marketing Strategies

National Chamber of Industries and Commerce

Effective Marketing for SMEs

West U.P. Chamber of Commerce

Transformational Leadership

FICCI Ladies Organization Workshop for HR Managers

Systematic Marketing for Self Help Groups

ADB-FLO Workshop for Rural Empowerment

Cross Cultural Communication for Exporters

Programme by Federation of Indian Export Organizations (FIEO)

Effective Online Marketing

Programme by Federation of Indian Export Organizations(FIEO)

Branding for Retail

FLO-HSF Workshop on Retail Management

IT for Retail Management

FLO-HSF Workshop on Retail Management

Identifying Business Opportunities

Micro-Marketers-FLO Seminar on Business Opportunities through Commonwealth Games

Marketing Strategies for The Millenium

National Small Industries Corporation Workshop

Future Directions in Retail Management

Jagran Institute of Management

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