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CIO TIMES

MOST REMARKABLE MEN IN BUSINESS TO FOLLOW IN 2023



Mr. George Matharu, MBA.
President and CEO, Elite Capital & Co. Limited



Dr. Faisal Khazaal, PhD, LLD, KGCC.
Founder and Chairman, Elite Capital & Co. Limited

**MR. GEORGE
MATHARU**



**DR. FAISAL
KHAZAAL**



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Most Remarkable Men in Business to follow in 2023

Being an entrepreneur calls for courage, a plan, flexibility and a whole lot of patience. For a new business to succeed there is number of factors, both extrinsic and intrinsic. While intrinsic factors can be manipulated and handled by entrepreneurs, it is the extrinsic factors that pose a severe challenge. The dynamic nature of the market is one of them and to counter it, entrepreneurs also need to be dynamic and open to change.

Having a dynamic model of business makes it better adapted to changing equations influenced by external and internal factors. Often before launching a service or product, entrepreneurs rely on extensive research of the market and take into consideration factors like competition, requirements and more. This lets them define and create a strategy and business plan that is most likely to bring success.

Once the plan is made, they often follow it to the end. However, there are certain factors which might change between the time the plan is made and implemented. Sometimes, even overnight and making the best of the plan look not worth it. This is where being dynamic helps. Instead of staying rigid, entrepreneurs must adapt the plan to the new circumstances. Responding to sudden challenges is crucial and tests the entrepreneur's perseverance.

In this edition ***"Most Remarkable Men in Business to follow in 2023."***, we celebrate the dynamic spirit of the following entrepreneurs : Dr. Faisal Khazaal & Mr. George Matharu (Cover Story), Nick Barua , Saeed Amal,Vineet Trakroo in their respective industry, these business leaders are unfazed by the ups and downs in the market. They rely on their acumen and experience to gauge the market and competition and design dynamic strategies that aim to minimize risks and make the best of every situation.

CIO TIMES

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COVER STORY

10



**MR. GEORGE
MATHARU**



**DR. FAISAL
KHAZAAL**

22

**NICK
BARUA**

28

**SAEED
AMAL**

34

**VINEET
TRAKROO**

S
T
N
E
T
N
O
C



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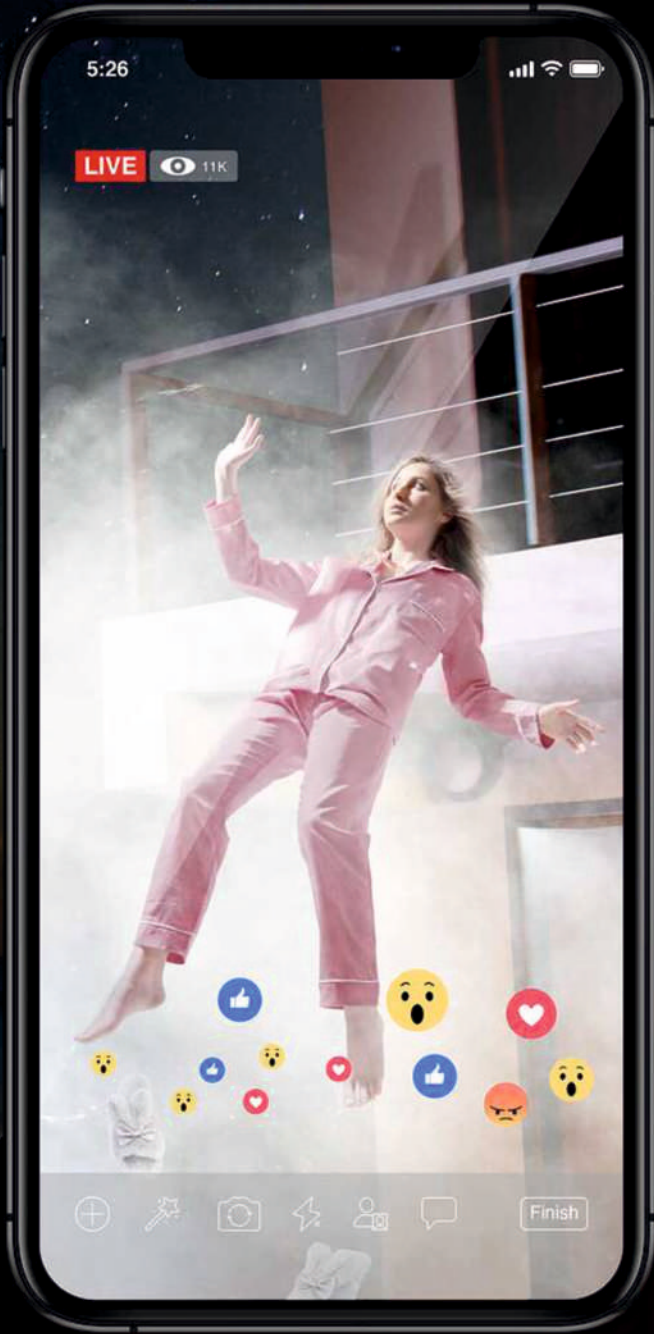
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COVER STORY

Dr. Faisal Khazaal and Mr. George Matharu

Nurturing Infrastructure Projects with Funds
for a Developed and Stimulated Economy





Mr. George Matharu, MBA.
CEO of Elite Capital & Co.

Dr. Faisal Khazaal, PhD. LLD. KGCC.
Chairman of Elite Capital & Co.

DEVELOPMENT

has many parameters and one of them is the status of a country or state's infrastructure. How well-connected the country is and how it supports other industries and businesses are crucial factors in its overall development and in attracting investments. Completing any such infrastructure project obviously needs a plan and robust funding. In such cases, companies take to Project finance or the funding (financing) of long-term infrastructure, industrial projects, and public services using a non-recourse or limited recourse financial structure.

Project financing is a loan structure that relies primarily on the project's cash flow for repayment, with the project's assets, rights, and interests held as secondary collateral. Project Financing is a very niche area within the Finance Industry. Major banks are only interested in funding very large projects, typically \$200 Million plus. This leaves a significant market of unserved projects which are not huge in numbers but are significant, nonetheless, for development. This is wherein specialized financial companies like **Elite Capital & Co.** step in.

Capitalizing on an Underserved Segment

Elite Capital & Co. Limited is a Financial Management company that provides project-related services including Management, Consultancy, and Funding, particularly for large infrastructure and mega commercial projects. The company offers a wealth of experience in Banking and Financial transactions and has a range of specialized



advisory services for private clients, medium and large corporations as well as governments.

Elite Capital has worked hard to attain three separate ISO certifications: ISO 9001:2015 "Quality Management System", ISO 37001:2016 "Anti-Bribery Management System", and ISO 27001:2013 "Information Security Management System". This demonstrates the company's commitment to carrying out high value financial transactions in line with the present regulatory environment. The Firm aims to facilitate the commencement and completion of Infrastructure projects, stimulate the economy, create employment, and combat poverty. There are no limits to the company's ambition. The entire team aspires for the company to be the largest project finance lender in the world during the coming few years.



Lucas Blantford Racing Team,
Sponsorship by Elite Capital & Co.

“We do not have any direct competitors, because our unique and flexible approach with our customers ensures we always achieve their goals. Many lenders were impacted by negative effects in the global markets over the last ten years, and as a result have considerably reduced their appetite for project funding. This has provided opportunities for Elite Capital & Co. Limited to apply our knowledge and resources to those customers and their projects,” shares **Dr. Faizal Khazaal, the Founder and Chairman.**

Services that Boost Development

Elite Capital's services are suitable for all types of Infrastructure Projects in either Greenfield (Pre-Operations Stage) or Brownfield (Operations Stage) including but not

limited to Sea Ports, Airports, Railway, Bridges, Roads and Highways, Water and Sanitation Utilities, Energy, Communications, Hospitals, Schools and Social Infrastructure, etc. This includes other projects or activities that impact positively on the relevant country's basic infrastructure including the manufacturing of components used in infrastructure (such as cement and steel) and infrastructure associated with mining and agribusiness.

Additionally, major banks use a 'template' approach to qualifying potential projects for funding. Elite Capital & Co. Limited uses an entirely different approach, by analyzing each project and designing bespoke services and financing mechanisms, using their considerable industry knowledge and connections.

Unfazed by Turbulence

A global financial crisis, the Covid pandemic, various ponzi schemes and the recent closure of many big banks has made funding a game of caution. Most financial companies have become stringent about who they fund or how much they are willing to invest. However, for Elite Capital, things have been less turbulent.

Dr Khazaal explains, “Elite Capital & Co. was incorporated and emerged at the start of a global financial crisis in 2012, when the banks and the world's leading lenders started to face the crisis, thereby reducing their flexibility in granting loans to borrowers. Because Elite Capital & Co. was established at that point in time, it did not suffer the difficulties that other lenders are now facing. Quite to the contrary, we have benefited from the situation during that period by adapting to the situation and establishing a flexible system of its own that suited the prevailing circumstances.”

Guided by an Unstoppable Leader

For the last 11 years, Mr. George Matharu has been at the helm of Elite Capital & Co. Limited as its CEO. Mr. Matharu comes from an IT background and is a Planning and Supply Chain expert who has worked for blue chip companies such as Shell, ExxonMobil, BP, Unilever, Mars Confectionery, and others. After 15 years of his professional journey, Mr. Matharu transitioned to trading physical commodities (such as Metals, Rice, and Sugar), using his knowledge of global supply chains and import/export procedures. This also gave him a deep understanding of the banking industry, especially Letters of Credit. As the CEO of Elite Capital, he has widened his finance industry

knowledge to include Project Financing, Mergers and Acquisitions, Equities, and Treasury.

Mr. Matharu comes from a family of Entrepreneurs with his great grandfathers owning businesses across a range of industries including Mining, Engineering, Car & Truck Servicing and Repairs, and others. Starting his working career in major companies provided fantastic education and training, but inevitably he was always destined to be an entrepreneur.

However, his transition from an employee to an entrepreneur was not as smooth as he thought it would be owing to his genes. It was, in fact, the biggest challenge of his career to transition from being a salaried employee with the certainty and comfort of a monthly pay cheque, to being a business owner and all of the associated risks. Even though he had set aside funds for living expenses and household bills, and a separate budget for the new business, the business did not generate a profit for 18 months and he had exhausted all of his financial resources. It was a very stressful time for him and his family. However, the success of any business requires several personal attributes such as dedication, perseverance, learning, adaptability, and patience. It took all of these and more to turn around the business, which blossomed from year three onwards.

Association with the Government Future Financing 2030 Program

Elite Capital & Co. is also the exclusive manager of the Government Future Financing 2030 Program®. This is a program of financial injection for BOT and BOO projects through the Government which does not involve burdening the country with sovereign debt for Rail, Energy Plants, Oil Refineries, Marine Ships, Sea Ports, Agriculture, etc. They do not undertake construction projects that have no technical content like roads, housing, etc.

Under the new program, Elite Capital & Co. and financial and construction companies within its portfolio sign agreements with the respective Government to support the country's BOT and BOO National Projects, by providing 80% of the financing needs of those National Projects without burdening the Ministry of Finance with sovereign Guarantees. In return, the Government announces the projects on a bidding basis by inviting all local companies and international consortia, to bid for the 20% remaining



funding, construction, and project operations, thereby ensuring fairness, equality, and transparency according to the rules, regulations, and laws applicable in the respective country.

Pro-Technology

Technology plays a key role in the organization, whether for personal devices that integrate across the organization (such as Phones and Tablets and access to cloud-based Project and CRM data), to management tools and apps such as their recent implementation of nTask. However, of more importance is how their clients are leveraging technology on an industrial scale, such as the use of Hydrogen for power generation.

During the last ten years, Elite Capital & Co. has reviewed many technologies from clients that have applied to them for project funding, and this gives them a privileged position of seeing which technologies are being implemented in the present day and which will mature over the next 10 years.

Speaking about technology, Mr. Matharu suggests that as an AI language model, ChatGPT has the potential to significantly impact the market dynamics of various industries. With its advanced language processing capabilities, ChatGPT can be used in a wide range of applications, from customer service and support to content creation, translation, and analysis. Further, the partnership



between OpenAI and Microsoft Azure will enhance the capabilities of ChatGPT and make it more accessible to businesses and developers. By integrating ChatGPT with Azure's cloud infrastructure, businesses can leverage its advanced capabilities to develop intelligent applications and services that can understand natural language and engage with customers in a more human-like way.

Keeping Up with Sustainability and Growth

The funding Elite Capital & Co. provides is almost exclusively for projects that contribute towards the United Nations Sustainable Development Goals. The current list includes Clothes Re-cycling, Lithium Battery Re-cycling, and Hydrogen Production. They are also engaged in one of the largest and most important green projects in the world, which is to create power and drinking water by filling the Qattara Depression in Egypt with water.

As Dr. Faisal Khazaal puts it, “We are specifically targeting growth industries such as Re-cycling and Renewable Energy for future projects. This is not only to ensure the continued growth of Elite Capital but also because we have built significant expertise in these areas and we are committed to doing our bit for a more sustainable planet.”

Encouraging Youngsters

“Logic will get you from A to B. Imagination will take you everywhere.” - Albert Einstein.

Mr. Matharu feels that this quote is especially true today with the advances in technology and the amount of information that every individual has at their fingertips. It's the action that an individual takes with the information that separates future leaders.

An accomplished entrepreneur today, he advises the young budding ones saying: “My advice would be to start with a comprehensive business plan, and to constantly revisit and adapt the plan to ensure that the objectives remain in line with the business activities being undertaken. We have seen many Entrepreneurs either have no business plan at all, or a weak plan that is formulated simply to tick a box. Once you have a strong business plan, it's all about hard work and dedication. It's also a good idea to grow your networks by joining industry bodies and attending networking events.”





Lucas Blantford Racing Team, Sponsorship by Elite Capital & Co.





Lucas Blantford

AWARDS & ACCOLADES

The Money 2.0 Conference

Elite Capital & Co. Limited Was Recognized With The “Outstanding Organization Award” At The Money 2.0 Conference's Winter Edition Dubai, 2022/2023

Forbes Magazine

Forbes India Top 10 Business Leaders Awards 2022 to Elite Capital & Co.'s Chief Executive Officer

The International Magazine

TIM Unstoppable Business Leaders 2022 Award to Elite Capital & Co.'s Chief Executive Officer

GAMECHANGERS Awards

GAMECHANGERS Global Awards 2022 awarded the Government Future Financing 2030 Program the International – Project Financing Program of the Year

GAMECHANGERS Global Awards 2021 awarded Elite Capital & Co. the United Kingdom – GAMECHANGER of the Year

ACQ5 Awards

Elite Capital & Co. Wins the ACQ5 “Best Financial Portfolio Manager” Award, a Highly Coveted Award in the Finance Sector in 2020

CEO Insight Magazine

Elite Capital & Co. Limited in CEO-Insight's list of Top 20 Most Influential Companies 2019 in the World

Supporting the Fast Track:

Elite Capital & Co. Limited is proud to sponsor various racing cars that have won in the various British racing circuits. Since 2022, it has been sponsoring the Lucas Blantford Racing Team.

Mr. George Matharu, CEO of Elite Capital & Co. Limited, said at the signing ceremony of the Sponsorship Agreement, “Sponsoring a driver like Lucas Blantford and his fantastic team is a real investment in young British talent and the general racing community as a whole.”

Elite Capital & Co. has also extended its sponsorship activity in the world of Performing Arts by sponsoring a budding new actor Mr. Wadih Daher into Royal Welsh College of Music & Drama.

The said sponsorship was achieved on the recommendation of Mrs. Alison Shan Price, MBE., Director, One World Actors Centre.

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NICK

BAR

Brief us about your professional and entrepreneurial journey. What made you choose your current industry?

I graduated from Yale University with a Bachelor of Physics degree in 2001. After graduation, I did my Master's in Theoretical Physics from Caltech, USA in 2002. Later, I did my Ph.D. from the University of Hertfordshire, UK in 2015.

I worked as a Physicist at NASA Johnson Space Center, Houston. Then worked in the headquarters of the Microsoft Inc. Software Development Team in the USA.

Recently I work as the COO/ Executive leader of Swift Xi Inc. since 2018. ([Swift-Xi | 加速する革新](#))

In 2019, I Joined as an Executive director of Vitaars Inc., a Japanese company with a team of Intensive Care Specialists which provides medical support to doctors remotely, especially for the [Intensive Care Unit](#). ([Home|Vitaars Inc.](#))

I founded AN Inc. in 2021, a Consulting-Investment firm that serves leading businesses, engineering, governments, non-governmental organizations, and not-for-profits located in Hyogo, Japan.

I hold a few visiting professor roles in universities such as; Shiga University of Medical Science, Kobe Gakuin University, Kobe Institute of Computing, and University Of Science & Technology Chattogram (USTC).

[スタッフ紹介 - 滋賀医科大学社会医学講座法医学部門 \(shiga-med.ac.jp\)](#)

[ニックパルア客員教授 神戸情報大学院大学 \(kic.ac.jp\)](#)
[—Faculty Members Computer Science and Engineering University of Science and Technology Chittagong \(ustc.ac.bd\)](#)
[シラバス参照 \(kobegakuin.ac.jp\)](#)

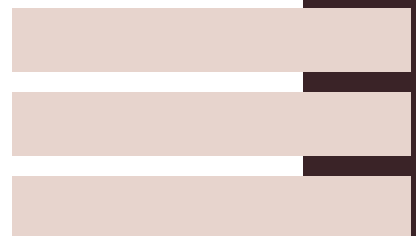
The aerospace industry has always captured my interest with its outstanding achievements. From the first manned mission to the moon to the ongoing progress in commercial space travel, the industry has consistently exceeded our expectations.

Describe your working style in a few words? Brief us about your company and its offerings.

I excel in collaborative environments, valuing open communication and constructive feedback. When working solo, I confidently establish clear objectives and take full ownership of my projects. My adaptable approach enables me to thrive in any setting and effectively tackle any obstacles that may arise.

Swift Xi Inc. is a subsidiary of **Swift Engineering**, a well-known company specializing in spacecraft engineering located in San Clemente, California, USA. With over 40 years of experience, Swift Engineering has successfully solved complex problems for high-end customers.

RUA







Hiro Matsushita, a former race car driver and grandson of **Panasonic's** founder **Konosuke Matsushita**, currently serves as Chairman of the board. He was also the first Japanese person to participate in the IndyCar Series.

Swift is known for its expertise in designing, developing, and producing unmanned systems, helicopters, spacecraft, submarines, robotics, and advanced composites for both military and commercial purposes. Their ability to create effective solutions has earned them a prominent position in the global market. With their talented team's unwavering dedication and exceptional skills, they continue to drive the development of intelligent systems and advanced vehicles, solidifying Swift's position as a leading player in multiple industries.

What is the biggest challenge you have faced in your career? How did you overcome it and what did you learn from it?

One of the most arduous obstacles I faced in my career was handling a team with clashing personalities and communication methods. It led to misunderstandings and decreased productivity. To overcome this hurdle, I proactively scheduled one-on-one sessions with each team member to gain a comprehensive insight into their distinct work methodologies and communication inclinations. As a key aspect of my duties, I successfully implemented team-building exercises that significantly improved collaboration and trust among team members. Through this experience, I have developed a profound understanding of the crucial role that effective communication plays in interpersonal relationships. Furthermore, I have acquired essential leadership abilities that empower me to manage conflicts and supervise teams with confidence and ease. Moreover, I have come to appreciate the significance of acknowledging individual differences, which has been instrumental in my personal and professional growth.

Enlighten us about your take on technology. As a modern-day entrepreneur, how are you leveraging the power of technology to the benefit of the industry?

As a modern-day entrepreneur, I firmly believe that technology is a pivotal factor in attaining business

success. With technology, we can streamline processes, enhance efficiency, and access previously untapped markets.

In my business, I confidently harness the power of technology to drive success. By expertly analysing data, we can gain crucial insights into consumer behaviour, market trends, and other important factors. Armed with this knowledge, we always make informed decisions and stay ahead of the competition in our constantly evolving industry.

Please share awards and accolades received by you or your organization, if any.

What would you advise to the budding entrepreneurs?

Conducting thorough market research is crucial for new entrepreneurs. Through market research, you gain a deep understanding of your target audience, including their needs and preferences. Armed with this information, you can create a product or service that caters perfectly to their specific needs, setting yourself apart from competitors.

Effectively marketing your product requires identifying your target audience. By understanding their demographics, interests, and behaviours, you can develop campaigns that speak directly to them. Focusing on a specific audience enables you to create targeted campaigns that resonate with customers and ultimately drive sales.

What do you plan next to accelerate growth at your organization?

To accelerate our organization's expansion, we plan to collaborate with cross-functional teams to identify promising new products or services. By combining our diverse skill sets and assets, we can develop innovative solutions that meet our clients' requirements and enhance our financial gains.

What is that one quote you absolutely live by or has had an impact on you?

The quote that has had a deep impact on me is, "Be the change you wish to see in the world."

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Give a brief overview of your professional journey. What made you choose your current industry?

I'm Prof. Saeed Amal holds a Bachelor's degree in computer science from the Technion, where I was recognized with the dean's honor for my exceptional academic performance. My passion for leading innovative research that can positively impact people's lives drove me to pursue a Master's and PhD in Artificial Intelligence from the University of Haifa. At the age of 26, I embarked on my entrepreneurial journey by establishing a startup called Focal Pursuit, which was based on my thesis research. The startup aimed to utilize Artificial Intelligence and Natural Language Processing to detect scams and malicious interactions between organizations, particularly to prevent Ponzi schemes like the one orchestrated by Maidoff.

During my PhD studies in 2013, my focus was on automatically generating profiles and representations of entities for achieving equity on the World Wide Web,

ensuring inclusivity without biases. As part of this research, I developed a tool for relational social recommendation that employed various AI techniques such as Generative AI, information extraction, machine learning, and deep learning. The tool extracted relational facts about individuals of interest from the web and generated an associative entity-relation social network based on their personal profiles.

In 2014, I had a strong desire to make a significant impact in AI for healthcare, leading me to become the Vice President of R&D at a cardiology medical data startup. The company developed AI-based algorithms for detecting Sudden Cardiac Arrest and a Portable Miniature defibrillator for treating patients.

In 2021, I was granted a Postdoctoral Fellowship at Stanford University's School of Medicine. During this fellowship, I made noteworthy contributions to the field of science and healthcare by developing highly accurate AI-based algorithms that utilize Artificial Intelligence, Deep Learning, and Machine Learning. These





SAEED AMAL

algorithms aimed to detect Peripheral Artery Disease (PAD), a common cardiovascular disorder that is often underdiagnosed. My research involved analyzing Electronic Health Record (EHR) data, genetic data, and polygenic risk scores (PRS).

Building on my achievements during the Postdoctoral Fellowship, in 2022, I was appointed as an Assistant Research Professor in the bioengineering department at the College of Engineering in Northeastern University. I also became a member of the Roux Institute, which focuses on research and entrepreneurship.

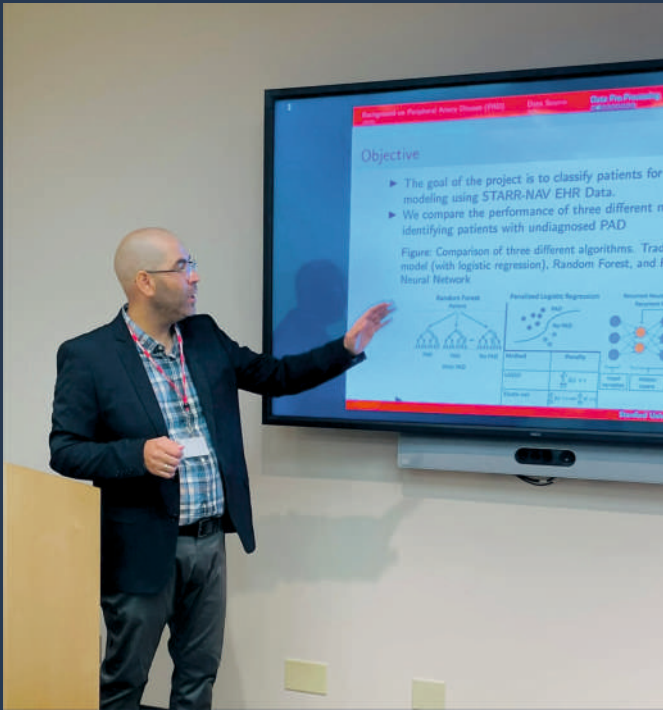
Describe your working style in a few words?

I have a strong passion for conducting research and imparting knowledge in the field of artificial intelligence, particularly its impact on healthcare and its influence on the upcoming generation of researchers. I actively engage with my students and colleagues in collaborative research projects, which fosters a mutual learning environment where we can exchange ideas. To stay abreast of the latest advancements in artificial intelligence for precision medicine, specifically in relation to cancer and cardiovascular disease, I regularly attend conferences and workshops.

When it comes to teaching, I employ the most recent methodologies and techniques, ensuring that my courses, such as the engineering for precision medicine course at the Roux Institute, Northeastern university incorporate cutting-edge approaches. I am dedicated to supporting my students throughout their academic journey, offering regular office hours and being readily available to address any inquiries they may have, whether through email or communication platforms like Slack.

Brief us about your current role. What unique or fresh ideas have you introduced in your capacity?

As an Assistant Research Professor in the bioengineering department within the College of Engineering at Northeastern University, and as a member of the Roux Institute, which emphasizes research and entrepreneurship, my primary role involves leading the "Amal Lab for Precision Medicine, counting 22 researchers." The core objective of my lab is to bridge the gap between AI/Generative AI research conducted in the laboratory setting and its practical application in medical clinics. Our research efforts primarily revolve



around the following key areas of investigation:

1. The use of Artificial Intelligence and Digital Pathology for Cancer diagnosis, grading and patient care
2. The use of Artificial Intelligence, Generative AI and Multimodal data as EHR, medical imaging and Genetics for improving Cardiovascular disease care including personalized treatment recommendation

What is the biggest challenge you have faced in your career? How did you overcome it and what did you learn from it?

One of the major hurdles I encounter is finding a balance among the various research directions I pursue. As each direction holds great significance and captivates my interest, it becomes quite challenging to prioritize and allocate my efforts accordingly.

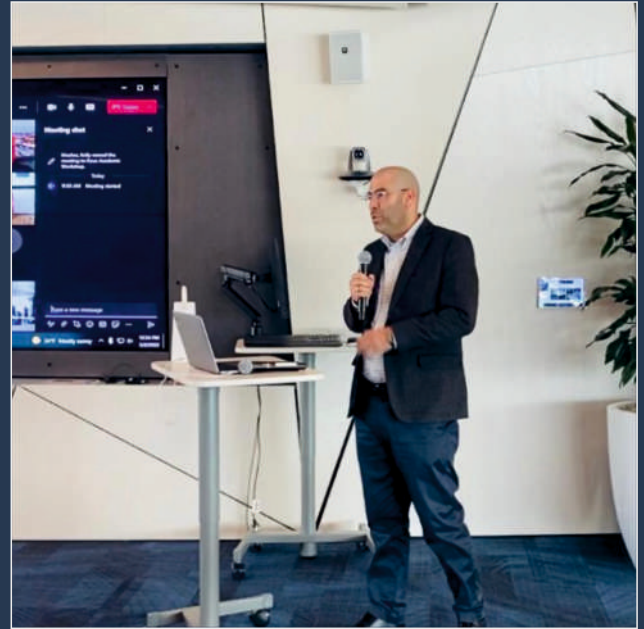
The pandemic disrupted the global education system without parallel. Your views about it and suggestions on guiding students on the path to recovery?

Although I did not initially join Northeastern University at the onset of the pandemic, I became part of the institution later on. Northeastern University actively confronted the challenges posed by COVID-19, rallying the community to provide assistance and creating new avenues for student growth and development since the start of 2020. Despite facing restricted travel and closed borders, we remained engaged with the global community. Our students exhibited remarkable achievements both inside and outside the classroom, making significant discoveries and fostering innovation. The Northeastern Huskies continued to thrive and succeed, and despite the global pandemic, we still found ways to enjoy ourselves and have fun.

What, according to you, are the current trends that will positively or negatively impact the educational system?

The educational field has witnessed several favorable advancements in technology that contribute to improved access to information, interactive learning experiences, and enhanced collaboration among students. However, it is crucial to ensure proper integration of these technologies; otherwise, there is a risk of inadequate digital literacy among both educators and students. Furthermore, Artificial Intelligence (AI) has emerged as an additional positive trend with the potential to revolutionize education. AI can bring about significant changes through





intelligent tutoring systems, automated grading, and personalized learning platforms. Nonetheless, there are legitimate concerns regarding data privacy, the ethical utilization of AI, and the potential displacement of human educators.

What positive changes would you like to see in the education industry in the next few years?


Artificial Intelligence (AI) has the potential to bring about significant positive changes in education. Firstly, AI can personalize learning experiences by analyzing vast amounts of data and tailoring instruction to individual student needs. Adaptive learning platforms can identify students' strengths and weaknesses, providing targeted support and

personalized recommendations. Secondly, AI can enhance the efficiency of administrative tasks, such as grading and data management, allowing educators to focus more on teaching and mentoring students. This automation can save time and resources, enabling teachers to devote more attention to individualized instruction. Additionally, AI-powered virtual tutors and intelligent tutoring systems can offer personalized feedback, guidance, and support to students, promoting independent learning and improving academic outcomes

What is that one quote you absolutely live by or find helpful?

“ you never fail until you stop trying”



A dark, stormy night landscape. The sky is a deep, dark blue, with a bright, jagged lightning bolt striking a mountain peak on the right side. The foreground is mostly in silhouette, showing a dirt road or path leading into the distance. The overall mood is dramatic and powerful.

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What is the mission, vision and aim that guides the company?

Established in 2013, Our Vision is to Enable Enterprise Growth.

Mission: To Evolve Your Business. Offer the best solutions in operational strategy & execution for consumer business. Our aim is to work with businesses to grow them. The Indian industry has bloomed after 2000, post liberalisation, with a host of services and manufacturing units added. These companies have grown over the years and are now planning to be globally competitive and getting ready to compete with the best. Today, it's easier to have access to the latest technology and best manufacturing practices. What's required is the right execution of strategies. We believe that every company has the potential to be successful if they adhere to right business practices and leverage their strengths.

Brief us about the services provided by your company. How does it uphold its uniqueness in the market?

www.evolutionstrategyadvisors.com is based in Mumbai & Gurgaon offers innovative solutions for business growth to large and mid sized corporates in the B2C sector.

We offer consulting services in 3 areas

Business Transformation is one of leading solutions where we work with a business or SBU and transform the entire business. Mostly it's a 2X to a 5X growth plan. In this we cover areas of business strategy, organisation structure, goto market plans, sales automation and IT, data management, sales, HR, supply chain and business finance. Laying down the roadmap for the change and then implementing it by mentoring the clients team.





VINEET TRAKROO



1. Business Transformation:

Restructuring and transforming organisations to grow. Creating new businesses or a new way to do business. This would cover creation of strategy, organisation structure, operating system, governance: review and controls, mentoring team to deliver working along with both top management and operative levels to follow best in class industry standards as well as digitising operations leading to a data driven organisation.

Business Transformation is one of leading solutions where we work with a business or SBU and transform the entire business. Mostly it's a 2X to a 5X growth plan. In this we cover areas of business strategy, organisation structure, goto market plans, sales automation and IT, data management, sales, HR, supply chain and business finance. Laying down the roadmap for the change and then implementing it by mentoring the clients team.

We have created a proprietary technique for doing a business diagnostic which is heavy on data analytics. This technique identifies all the challenges faced by an organisation through an inward out approach by taking feedback from all stakeholders and trade partners. We call this **solution Business Health Analytics**. Further we prioritise these challenges and then suggest solutions. The next and the most difficult part is getting these solutions executed within the client's culture and this is what we do best.

We are probably the only company which provides these services supported by a team of ex CXO who are Managing Partners, its their practical knowledge of running businesses which brings in success for our clients.

2. Operational strategy: *Partnering organisations to build excellence in core functions (sales, marketing, brand management, distribution, HR, product management.* Identifying challenges which are holding back growth for a business or a division and offer innovative solutions for growth.

Our 2nd solution is in **building functional excellence in operations** which cover strategy, sales, marketing, brand management, organisation structure and human resources planning and competency management. We set up strategic directions and draw up the go to market plans or executional plans for each function.

3. Partnering Executional Excellence: Partnering organisations to execute growth strategies devised by us In areas of Sales, marketing, supply chain, HR, brand management and business analytics

Tell us about your association. What unique or fresh ideas have you introduced in your capacity at the company?

We started 10 years ago as a consulting service to grow our clients business as we had being doing similar roles in corporate for the last 25 years. We realised that while we are working with large organisations and with very capable people, we needed to identify new growth areas with logic. As most of the large organisations are having a lot of data and most of which is never analysed we started with core data analysis.

We derived insights from data, we started this 10 years ago while data analytics is now being talked about. We analysed data with multiple objectives and interdependencies which we could understand and

hypothesise basis our industry experience. This led to new insights on business gaps, blind spots and information which helped us re allocate resources. Over the years we have looked at analysing data very innovatively leading to identifying new growth areas.

Another area which we started applying to conventional business is customer journey analysis, we expanded the scope of customer to the trade intermediaries as they have a crucial role to play in developing business. Capturing their challenges as well as reasons for success was important for future growth. We created a mechanism to digitally capture this information as well as their sentiment towards some of the new ideas which could drive growth. The quantification of all this through data analytics further helped in identifying the extent of each challenge.

Enlighten us about your take on technology. As a modern-day entrepreneur, how are you leveraging the power of technology to your organizations' benefit?

Our core is based on data analytics, data visualisation in a way to create insights and influence decision making. We have been using analytics and visualisation techniques since last 10 years and using the tools like Power BI since years. Further we have been using cloud services to measure sentiments and feedback on critical business challenges. We believe that data if captured correctly can give a lot of insights into the business. It also helps us devise strategies for reviving business by identifying challenges accurately.

How does innovation guide your services and what importance does it hold?

Innovation is part of our process. We need innovation in every project as solutions have to be tailor made to client needs and challenges. If the problems were easy to solve our clients wouldn't approach us. Further when we deliver 40-50% growth in a year for our clients its innovation at work

The teams today are an interesting mix of generations, from bloomers to gen z. How do you advise clients to address the generation gap within a team?

We deal with different generations as client teams are made up of people from all age groups. Our focus is on delivery and logic at one end when we are defining business issues or identifying strategies. However when we execute projects its dealing with a lot of mixed sentiments. We could have older CEO's being very open to change and younger not willing to learn to the complete opposite.

We work with teams to show them how to improve delivery with objectivity and step by step action. Once they see small results they adopt our methodology.

Making people do new things or in a new way is difficult unless its supported with logic and examples and where they can see the result on their own.



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