



SOMAIYA
VIDYAVIHAR UNIVERSITY

K J Somaiya Institute of Management

MEENA BAROT

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EDUCATION |

- 2020 – 2021
Coursera Online Courses:
 - **Science of Exercise:** University of Colorado
 - **Sports Marketing:** North Western University
 - **Sports Sponsorship:** University of Barcelona
 - **Becoming a Sports Agent:** Case Western Reserve University
 - **Esports:** University of California, Irvine
- 1998 - 2001)
Narsee Monjee Institute of Management Studies
Master's in Marketing Management (MMM) – 61%
- (1993 – 1994)
Grants Medical College
Diploma in Medical Lab Technology (DMLT) - 65%
- (1989 – 1992)
Swami Vivekananda College
B.Sc (Microbiology) - 64%

EXPERIENCE |

- April 2023 – Present
KJ Somaiya Management Institute | 2023 - Present
Programme Director – Sports Management
 - Complete responsibility of MBA Sports Management Programme. The deliverables include:
 - Admissions Related – Working closely with the PR and Admissions team for Website updating, Social Media Updates, Admissions Outreach specific to sports, arranging expert speakers for Webinars, Profile based interviews of the candidates etc.
 - Internships & Placement Related: End to end responsibility of various activities under action learning program (master class series, workshops, industry visits, live projects, event volunteering), winter internships, working closely with PDP team for summer internships and placements.
 - Attending conference and conclaves, networking and building industry connect
- Subjects:
- Sports Marketing & Sponsorship Management
 - Sports Structure, Development and Governance
 - Sports Events & Facilities Management
 - Operations and Supply Chain Management in Sports

- June 2022 – April 2023
KJ Somaiya Management Institute | 2022 - 2023
Adjunct Faculty
Subjects:
 - Advanced Sports Marketing
 - Operations and Supply Chain Management in Sports
 - Public Relations and Sports Journalism
 - International Business in Sports
 - Sponsorship & Mega Sports Event Management

- Nov 2020 – June 2022
KJ Somaiya Management Institute | 2020 - 2022
Visiting Faculty
Subjects:
 - Advanced Sports Marketing
 - Operations and Supply Chain Management in Sports

- Aug 2021 – May 2023
NMIMS Global Access School for Continuing Education
Visiting Faculty
Subjects:
 New Product Development & Innovation Management
 Supply Chain Management
 Procurement Management

- Apr 2021 – May 2022
Pune Institute for Business Management
Visiting Faculty
Subjects:
 - Operations & Supply Chain Management
 - Purchase & Supplier Relationship Management

- (2012 – 2020)
ITM Management Institute
Consultant Faculty (Part-Time)
Subjects:
 - Global Supply Chain and Logistics Management
 - Global Operations Management
 - Marketing Management
 - Leadership Lab
 Mentor:
 - NGO Internship
 - Industry Internship
 - Capstone Projects

NON ACADEMIC

- 2005 – 2012
Shalina Healthcare Group
General Manager (NBD)
Chief Representative Officer (China)
 - Led the startup of the Representative Office in P.R. of China
 - Responsible for entire aspect of Supply Chain Management i.e. from receipt of Demand Planning, getting comparative quotes, finalization of orders, ensuring timely deliveries with close coordination with contract manufacturers, ensuring right quality, logistics and shipment
- 2003 – 2005
Precision Operations Systems
Executive Assistant to MD
- 2000 – 2003
Becton Dickinson India Ltd
Area Sales Manager
- 1999 – 2000
Infar India Ltd.
Business Executive
- 1994 – 1998
PD Hinduja Hospital
Laboratory Technologist

AWARDS & HONOURS

- 2012 – Present
Sports Event Participation
 - **Marathon Running:** Participated in more than 20 running events of distances 10kms, 21kms and 42 kms across India. **Podium finisher** in 3 of the Half Marathon events in my age category.
 - **Cycling:** Participated in various endurance (200kms) cycling events and local cycling races. **Podium finisher** in Ahmedabad Cycling races in 2014 and 2016 in my age category.
 - **Ironman 70.3:** It is an endurance Triathlon event which includes 1.9km swim, 90km cycling and 21km running.
Successfully completed:
 - 3 Triathlon events in India (Chennai, Hyderabad and Goa)
 - 3 International Ironman 70.3 events (Budapest, Colombo and Calgary)
- 2016 – 2019
Motivational Speaker
 - 2016 – TEDx Talk
 - 2017 – SIES College, Nerul
 - 2018 – ITM Institute, Kharghar
 - 2019 – Rotary Club, Panvel
 - 2020 – Galaxy Surfactants (Online)

OTHER AFFILIATIONS

- 2016 – 2017
Sports Event Management | 2016 – 2017
Race Director
 - Responsible for conceptualization and budgeting of the Running events and effectively led a team comprising of faculties and students for organizing the events.
 - Oversaw various activities like arranging sponsors, effective marketing, logistics, backend operations, necessary permissions, participant registrations, race timing and race results management, certificate, medal and prize distribution.
 - *Event Details:*
 - 2016 – ITM RunForFun. 5km Fun Run (500 participants)
 - 2017 – ITM RunForFun. 10km Times Race and 5km Fun Run (1000+ participants)

TEACHING AREAS OF EXPERTISE

- Supply Chain and Logistics Management
- Global Sourcing and Operations Management
- Marketing Management
- New Product Development and Innovation Management
- Sports Marketing & Sponsorship Management
- Sports Operations and Supply Chain Management
- Sports Structure, Governance and Development

PUBLICATIONS

- NA

PATENTS

- NA

FUNDED RESEARCH PROJECTS

- NA

INSTITUTE/ UNIVERSITY SERVICE

- NA

DOCTORAL THESIS PRINCIPAL ADVISER

- NA

DOCTORAL THESIS COMMITTEE MEMBER

- NA

