

NAME- Dhiraj Mahajan

Email id: dhiraj.mahajan@cimr.in

Educational Qualification – BSc (Agri), MMS (Marketing)

Mr. Dhiraj Mahajan is working at CIMR since last 4.5 years as a Head- Admissions & PGDM Retail Program. Prior to joining CIMR, He has 5 years of experience in Automobile sector. Mr.Mahajan has served the prestigious organizations like Hyundai Motors India Limited, Nissan Motors India Ltd. & FIAT-Chrysler group India Ltd. in Product Planning / Marketing department.

He believes in innovative pedagogy and sharing of knowledge. He is actively involved in wholesome development of the institute through the activities right from admission, student's grooming to placement. He has coordinated industry centric events & facilitated for industry connect to revamp the PGDM -Retail Program. Mr. Mahajan is actively contributing in strategic marketing of the institute.

Experience [Industry and Academics –

5 Years in Automobiles (Product Management in FIAT, Nissan & Hyundai)

1) Result oriented professional with **4.6 years** of experience in:

- | | |
|--|---|
| <i>A. Strategy Planning & Execution</i> | <i>E. Product Management</i> |
| <i>B. Sales & Marketing</i> | <i>F. Market Research & Analysis</i> |
| <i>C. New Product Development and Launch</i> | <i>G. Content Development</i> |
| <i>D. Competitive Analysis</i> | <i>H. Pricing Strategies Training & Development</i> |

- 2) Experience in managing all aspects of product marketing including product enhancements, competitive analysis, market forecast and product positioning
- 3) Exposure in defining & managing a comprehensive go-to-market strategy and plan that includes positioning, launch strategy, public relations, sales support and partner material; skills in tracking market trends & technological developments
- 4) Proven ability to make smart-feature versus time-to-market trade-offs by using data and metrics to back up assumptions and assertions of business value
- 5) Pivotal in handling product function including product launching, planning product interventions (Facelifts, Model Year Changes, Engine Upgrades, etc.), product benchmarking, sales planning & managing consumer schemes, etc.

4.5 Years in Education Sector –

- A. Admissions Chair CIMR (February 2017 to present)
- B. Program Chair – PGDM Retail Management (June 2017 to present)

- C. Assistant Registrar – CIMR (March 2018 - September 2018)
- D. Faculty -Industry Relations (June 2017 – Present)
 - a. Giving placement assistance to the Retail program students
 - b. Acting as a bridge between the industry and students to get them live projects / internship
 - c. Organising Guest Lectures of National & International Guest Speakers
 - d. Played pivotal role in organising KCS case study competition forming a case study along with Mr. Aashish Bhardwaj and getting sahyadri farms as a knowledge partner for the competition

Innovative Teaching Methods and Pedagogy

➤ **Criss-Cross Teaching-**

Here, the learning happens in an informal setting such as after-college learning trips to malls and exhibition. The professor can link the educational content with the experiences that the students are having. This teaching is further enhanced and deepened by adding questions related to the subject. The students can then add to the classroom discussions through field trip notes, photographic projects and other group assignments related to the trip.

➤ **Teaching through Flipping Classrooms-**

In this technique, the students are made active participants of the learning process by passing the onus of learning on them, it requires the teachers to relegate to the role of resource providers and the students take the responsibility of gathering concepts information.

➤ **Teaching through collaboration-**

Teachers can help foster this skill in the classroom by allowing students to learn study and work in groups. For instance, by assigning group homework or encouraging students to work together on plays, presentations and other reports.

➤ **Including Students photos in teaching content**

This method is helpful to make learning process more entertaining, easy to understand and easy to remember the concepts