

## Srikumar S. Rao, Ph.D Biography



Dr. Rao received his Ph.D. in Marketing from the Graduate School of Business, Columbia University. He has an M. Phil. in Marketing from the same school in addition to an M.B.A. from the Indian Institute of Management, Ahmedabad. His undergraduate training was in Physics at St. Stephen's College, Delhi University.

He conceived the pioneering course Creativity and Personal Mastery. This is the only business school course that has its own alumni association and it has been extensively covered in the media including the *New York Times*, the *Wall Street Journal*, the *London Times*, the *Independent, Time*, the *Financial Times*, *Fortune*, the *Guardian*, *Business Week* and dozens of other publications. These articles, interviews and other details about his work are at [www.areyoureadytosucceed.com](http://www.areyoureadytosucceed.com)

He has done pioneering work in motivation and helps senior executives become more engaged in work and discover deep meaning in it. He also works with teams and groups and has been extraordinarily successful in using group dynamics to foster lasting personal change. Many who have been through his program experience quantum leaps in professional and personal effectiveness.

Dr. Rao is the author of "Are You Ready to Succeed: Unconventional Strategies for Achieving Personal Mastery in Business and Life", Hyperion, 2006. The book is an international best-seller and has been translated into many languages and distributed in all continents. He has conducted workshops for and spoken before executives of Microsoft, Google, Lehman Brothers, McDonald's, IBM, United Airlines, and Allstate and dozens of others.

He has been a contributing editor for *Forbes* and writes regularly on management practices, leadership and about the impact of technology on business processes. He also writes for other national magazines such as *Inc.*, *Business 2.0*, *Hemispheres*, *Beyond Computing* and *Training* and was a contributing editor for both *Financial World* and *Success*. He is a member of the American Society of Journalists and Authors.

Dr. Rao was an executive with Warner Communications, Continental Group, Data Resources and McGraw-Hill and has consulted with such companies as RCA, Reuters, Citicorp, and GTE. He has been a seminar leader with the Institute for Management Studies and the American Management Association. He is an expert on marketing strategy and has taught in the corporate programs of companies such as Verizon, Northrop-Grumman, and General Instruments as well as in the executive programs of London Business School, Columbia Business School and the Haas School of Business at the University of California at Berkeley. Dr. Rao is also an adjunct professor at London Business School and the Haas School of Business at the University of California at Berkeley. He has served as a marketing advisor to the national board of MENSA.

