

CURRICULUM VITAE

Dr. Anil K Maheshwari

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EDUCATION:

Doctor of Management

Case Western Reserve University, Cleveland OH (1995)
Major Field: Management Information Systems
Dissertation: "Reflection and Representation: Use of IT to promote organizational learning"

Master of Business Administration

Indian Institute of Management, Ahmedabad, India (1983)
Major Field: Management

Bachelor of Technology

Indian Institute of Technology, Delhi, India (1976)
Major Field: Electronics and Technology

ACADEMIC EXPERIENCE:

Colorado Technical University, Colorado Springs, CO (2009-Present)
Adjunct Professor, Management Information Systems
Teaching doctoral course on Information Systems Governance

Zicklin School of Business, City University of New York. (1996-1999)
Assistant Professor
Courses Taught: Core MBA course on Information Systems, Advanced Databases,
Doctoral course on Behavioral aspects of Information Systems

School of Business, University of Cincinnati, Ohio. (1995-1996)
Assistant Professor
Courses Taught: Core MBA course on Information Systems, Advanced Databases.

Weatherhead School of Business, Case Western Reserve University, Oh (1990-1995)
Graduate Assistant
Courses Taught: Systems Analysis and Design; Research Methods.

COURSES TAUGHT PORTFOLIO (from 1990 to present):
Graduate (On-Ground and Hybrid)

Systems Analysis and Design
Research Methods in Management
Database Management
Advanced Databases Management
Core MBA course in Information Systems
Behavioral Aspects of Information Systems
Corporate Information Systems Governance

PROFESSIONAL EXPERIENCE:**Quinnox Inc, Chicago, IL*****November 2010 to date*****Sr. Vice President for Client Engagement Management**

- Drive transformative change in client engagement models, and drive superior intimacy and client satisfaction at select Fortune-500 corporate clients. Build and drive a team of client engagement managers to own client relationships with a focus on executing well, improving relevance, and growing the accounts.
- Develop packaged solutions capability to deliver higher profitability and value-add to clients.

Panduit Corporation, Tinley Park, IL***April 2009 to July 2010*****Director of Integrated marketing Communications**

Responsibilities include:

- Developing Messaging for Unified Physical Infrastructure solutions for various industries and applications, and aligning with partners and channels
- Directing Panduit brand development and brand monitoring
- Directing event participation, Public/Analyst relations, joint marketing campaigns with partners, social media marketing, website strategy, and all other demand generation programs and campaigns
- Directing collateral development and dissemination
- Developing an IMC framework
- Managing vendors for outsourced work
- Developing a large team of people to develop strong IMC capabilities

IBM Corporation, Austin, TX***Dec 2000 to Feb 2009*****Program Director, Business Continuity Specialty (2007 - 2009)**

Select accomplishments include:

- Conducted a ‘**Life of a Lead**’ analysis over 5000 marketing-generated leads to examine conversion patterns ... by size, sales stage and channel dynamics. Generated interesting and valuable insights on which leads are most vulnerable to being lost.

- Developed a new validated, **strategic messaging framework** for infrastructure solutions, to drive \$200M in infrastructure solutions revenue globally.
- Developed messaging brief for agency for **development of creative assets** including web-banners, mailers, etc. for business continuity solutions.
- Executed **press and partner communications** to help launch first-of-a-kind specialty program providing over 700 business partners worldwide with technical and sales enablement skills to drive over \$13 million in business continuity solutions.

Sr. Marketing Manager, Emerging Technology solutions (2003 - 2006)

Select accomplishments include:

- Led market management and **demand generation programs** to drive over \$50M in revenue in emerging technology solutions including RFID, Wireless data, Digital Media and Online Games.
- Developed a diverse mix of CD and web based tools to **enable sales force world-wide** on Wireless and RFID solutions. Conducted in-person training for sales force in Asian countries such as China, Korea and Singapore to help drive over \$10M in revenue.

Global Alliance Manager, xSP Prime program (2000 - 2002)

Select accomplishments include:

- **Media and Partner Communications** to launch a Global Marketing Alliance between IBM and Intel Corporation in the SaaS market to drive over \$30M in revenue.
- Developed **channel enablement** materials like solution blueprints, case-studies, whitepapers, webcasts, etc. to train IBM and Intel sales forces, and business partners.
- Launched the program in person in the US and select countries in Europe and Asia. Successfully created a case to attract additional phase-II investment for China.

Savera Systems Inc, Murray Hill, NJ

Jan 1999 to Sept 2000

A telecom billing software start-up company

Senior Manager, Product Management and Sales

Select accomplishments include:

- Developed and executed **brand strategy** to promote '100%-web-based solutions'. Did **public relations, advertising, sales promotion and events and mail campaigns** for billing solutions.
- Made sales calls on major telecom organizations in the US, Europe, India and elsewhere. Conducted in-person product training for clients in Europe.

- Designed a billing system for Application Service Providers (ASPs) re-using pre-existing billing software modules. Interfaced to ASP Industry Consortium and made significant contributions including standards for granularity of billable services.

Other Prior Experience

- Sales executive at Wipro Infotech Ltd., New Delhi, India, one of the largest IT firms.
- Sales Manager at Computer Point Ltd, New Delhi, a retailer of IT products & services.
- Founder and President of Hitech Consultants, an IT consulting firm, in New Delhi, India. Did **brand management, sales promotion, mail campaigns**. Consulted for insurance, real-estate and non-profit organizations.
- Assistant Professor of Management Information Systems (MIS) at Zicklin School of Business, Baruch College, City University of New York, New York. Taught courses in Database management, Systems Analysis, Information Systems management, and others.
- Assistant Professor of Management Information Systems (MIS) College of Business, University of Cincinnati, Ohio. Taught courses in Database management, Systems Analysis, Information Systems management, and others.

Select Professional and Leadership Activities & Awards

- IBM Bravo Awards in 2007, 2005.
- Ran Marathon in Austin, TX successfully in February 2006.
- President, Maheshwari Community of North America, Southwest chapter, 2004-2008.
- Coordinator of IBM Austin Marketing Professionals Community, 2003-2005
- Member of Academy of Management