



Gurdarshan Singh

Co-Founder Whole Brain Consulting

Right to Left Managing Partner



PROFILE

My vision is to build a community of 10 Million Happy People across globe by 2030 through using **Whole Brain Approach and a Blue Ocean Product – Mind Celebrations™**. It is a pioneering concept in the domain of preventive Mental Health. We also work towards **building culture of EMOTIONAL SAFETY** at CORPORATE INDIA and ORGANIZATION/INSTITUTIONS.



CONTACT

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SKILLS

- ✦ Strategic Thinking & Strategy Implementation
- ✦ Mentoring and Coaching Leaders for Business Growth
- ✦ Motivational and Public Speaking
- ✦ Business Start Up
- ✦ Organizational Development
- ✦ Sales & Marketing
- ✦ Product Management
- ✦ Customer Service
- ✦ Policy Making & Organizational Governance
- ✦ Nurturing Leadership and Talent



EDUCATION & TRAINING

- ✦ Blue Ocean Strategy Consultant certified from INSEAD, Singapore
- ✦ Management Consulting –Driving Corporate Performance, Certification from Indian Institute of Management, Bangalore (IIMB)
- ✦ Masters of Business Administration – Marketing, at FOMS, Jabalpur University
- ✦ Bachelor of Science (Computer Science)



PERSONAL LIFE

- ✦ *I enjoy traveling and self-reflection to learn. Listen to **Bulle Shah and Kabir at leisure. Married to Anuradha who is not only creative and passionate at her work, but brings love and compassion in her cooking at home as well. Love Spending time with my 10 year old son and playing cricket with him on Sundays. My son, Angad wants to serve the nation like his Grand Father by joining the armed forces one day.***



WORK EXPERIENCE

- ✦ 22 years of experience across Indian and MNC organizations.
- ✦ Handled Large Teams at Organization to conceive and deliver Strategic Business Plans and report to Board of Directors | CEO
- ✦ Performance Coaching for Board of Directors and CXO's in MSME Segment. Helping them to deliver SUSTAINABLE and SCALABLE Business Plans
- ✦ Blue Ocean Workshops for Clients for Learning Tools and Strategy formulation
- ✦ Leadership & Behavioral Training for large Corporates
- ✦ **2015 to till date – Whole Brain Consulting**
- ✦ 2012 to 2016 – Antenna Retail India Pvt. Ltd.
- ✦ 1998 to 2012 – 14 Years of Professional Assignments at
 - Videocon Group
 - RPG Group
 - Levis Straus India Pvt. Ltd
 - Reliance Industries Ltd
 - Shoppers Stop Ltd
 - Hawkins Cookers Ltd



ACCOMPLISHMENTS

- ✦ Conception and Launch of **Mind Celebrations™** – Pioneering product for Corporate India. Covered 3000 plus corporate employees in first year of operations (2019).
- ✦ Co-Presented the concept of **Whole Brain Activation** for Peak Performance where development of Grit with Strategic Thinking unlocks potential along with Strategic Planning through the “**Blue Ocean Strategy**” in sports. **Televised by NDTV**. Event called “**Women in Indian Sports**”, organized by Australian High Commission.
- ✦ **Part of Advisory Board for creating a Blue Ocean Product in Employability space in India**
- ✦ **Whole Brain Consulting awarded 50 Best Wellness Companies** at World Health & Wellness Congress
- ✦ Facilitated Client to build a business model and fetch **Enterprise valuation of 3x of Revenue in 3 years.**
- ✦ Guided and Designed Strategy for client to create a influencer program to engage 100 plus influencers in first 3 months of launch
- ✦ Guided and Mentored Board of Directors of the client organization to grow from 4 Stores to 12 stores from 2016 till 2020 with more than 100 employees.
- ✦ Business Leadership role at RPG CELLUCOM (Start up in 2007) to grow from **6 stores to 120 stores in 3 years**
- ✦ Enabled Levis India to Open its **largest store in ASIA PACIFIC Region** in Mumbai (10000 Sq.ft.) and Largest Store for Dockers in world.
- ✦ Developed Content and Training Modules for delivering **Customer Service Sequence for RIL's petroleum Retail Outlets** across 1400 outlets for consistent customer experience and smooth operations.



CLIENTS

- ✦ Panasonic India Pvt Ltd
- ✦ Mahindra and Mahindra Group (First Choice Wheels)
- ✦ Reliance Retail Ltd
- ✦ Anglo Eastern Shipping
- ✦ Gap IT Services (Gap INC)
- ✦ Wizcraft International Entertainment Pvt Ltd
- ✦ HDFC Bank Ltd
- ✦ TATA AIA Insurance
- ✦ Standard Chartered Bank