

Dr. Nilanjan Mukherji

Ph.D (Management), MBA (Marketing), B.Sc. (Hons)

Dr. Nilanjan Mukherji is a doctorate in Management & MBA in Marketing with over 23 years of rich experience with premier brands. He has previously held senior management positions within the HDFC, TATA & Ansal group as well as in a leading British Education Consultancy. He possesses excellent business development, sales, networking, team building, training and consulting skills.

He has been a high performer and has led large teams towards target oriented success by maintaining overall focus on individual productivity as well as organizational profitability. He has attended several conventions and seminars and delivered training programs across several countries.

He has conducted several training programs aimed at Sales effectiveness, leadership development and creating teams that perform consistently. He has also lead teams in offering consultancy services in several areas such as: New organization structure and development, Sales, Marketing, HR & Legal processes, New Hiring process, Induction process & training, On-going training activities, Review systems, new product launches & Overall Marketing strategy, communication & support.

An IIM – Ahmadabad certified professional on Business Leadership, he has worked very closely with top industry leaders in the country & across the world on gap analysis and training solutions. He is also a Franklin Covey certified Sales professional. He has also worked as the Head of Training, Strategy and Marketing Communication functions with large organizations and is associated with several professional bodies & institutions.

Prior to joining Integral University in June 2018, Dr. Nilanjan Mukherji was the Dean – Faculty of Commerce & Management, Rama University, Kanpur. He was also the overall of Marketing & admissions of the University.

Dr. Nilanjan is currently the Director of Centre for Career Guidance & Development (CCG&D) at Integral University and an Associate Professor – Marketing. CCG&D functions as the central resource of the University for all career guidance, training & Corporate connect initiatives.