

Dr. Sagar Gulati

Mobile: +91 9996783002; E-Mail: sagarg40@gmail.com

SENIOR MANAGEMENT PROFESSIONAL

Policy Formulation and Execution, Academic Administration and Control, Projects Management, Resources Optimization
Business Development, Academics and Research

PROFILE SUMMARY

- Highly analytical decision-maker with extensive experience in building, turning around, and operating educational institutions, along with proven history of increasing productivity and turning around difficult situations.
- Versatile and seasoned professional who adapts well to rapidly changing environments.
- Strong team player/leader who excels in mediating among multiple divisions of large organizations and maintains productive relationships with staff, peers, and other stakeholders.
- Excellent written, verbal, and interpersonal communication and presentation skills.
- Positive, optimistic, well-organized self-starter who excels under pressure and meets deadlines.
- Versatile human-resources executive with hands-on experience in diverse institutional affairs.
- Strategic professional who deploys participative management style in fast-paced, diverse workforce.
- Proactive change manager who spends time in employee environment- encouraging, learning and promoting the increased productivity that results in value-added stake holder's satisfaction.
- Skilled in carrying marketing operations, revenue maximization and driving new initiatives.
- Proficient in doing business analysis by monitoring competitors Activities, studying competitors working methodology and accordingly designing modules for the organization for maximising brand visibility
- Proficient in creating a positive student feedback by conducting surveys, organizing the education programs & campaigns/ system training
- Expert in organizing, interpreting and communicating market information to facilitate the decision making process of the top management
- An effective communicator with strong analytical, presentation, problem solving, innovative, negotiation and leadership skills
- Supporting business growth and development through the preparation and execution of marketing objectives, policies and programs

SKILL SET

***Academics Administration *Research *Business development *Campaign Management *Event Management**
***Brand Management *Operations Management *Market Research & Analysis *Media Planning**
***Web & Social Media Strategic Planning**

CORE COMPETENCIES

Academic Administration

- Capable to establish Harmony amongst Management, Staff and Students.
- Pro-active in inducing Innovative Teaching-Learning Practices within the institution.
- Proficient in managing Day-out Learning Activities, Faculty Development Programmes, and to develop flair for Research in an Academic Institution
- Clear understanding to establish balance between In-house and Out-house Activities
- Strong Interpretation and Data Analysis Skills

Placement Facilitation

- Working Partnership and Relations with leading AGM-HRs, HR Managers, and HR Executives.
- Strong Writing/Verbal Abilities to convince the Company Officials to plan recruitment drives
- Active liason in Industry to facilitate Expert Talks, Industrial visits.
- Ability to discuss on current/future Job Market with students and preparing them to grab the big pie of it.
- Guiding insights on core personal skills development for effective interpersonal relations at any stage of life and career.

Advertising / Brand Management

- Proficient in sphere of Brand Management with experience in developing successful Integrated Marketing Communications, ATL,BTL Activities, Media Planning, Web & Social Media.
- Conceptualizing and executing promotion schemes to increase the brand visibility; preparing management level reporting on the brand's performance, needs and forecasts
- Annual Brand plans including ATL,BTL, PR, Online & Tradeshow participation

- Conceptualize brand promotional activities such as, brand promotion campaigns, event management related to institutional branding.
- Coordinating with external agencies for creatives of various promotional / marketing related activities. Also designing / conceptualizing creatives for various campaigns
- Media planning and advance promotion calendar in line with festivals, specials days, Government initiatives like 'Swachhta Abhiyan', 'Beti Bachao-Beti Padhao'.
- Brand Management, Advertising, Event Promotions, Marketing Presentations, Scheme Launch, Outdoor Merchandising, Press release, etc.
- Study the branding strategies of competition; suggest feasibility of promotions – both, national and regional, course wise, segment wise
- Responsible for all the advertisement, Brochure, Diary and Calendar design where I have to take care of the Institute's reputation as well as the brand value.

Business Development

- Identifying new streams for revenue growth & developing plans to build client preference
- Created and executed many targeted marketing plan which gained number of student admissions, increased referrals and deepened market penetration.

Marketing

- Tapping new markets, carrying out ATL/ BTL activities and coordinating with channel partners to penetrate these segments to expand business & generate revenue; conducting market surveys for effective Time Management.
- Devising & implementing pre & post marketing activities for successful launching of new products

Operations Management

- Preparing budgets and monitoring expenses within approved restrictions
- Handling the operations, and rendering appropriate solutions to the Institution.
- Managing the overall profitability of operations with strategic utilization & deployment of available resources to achieve organizational objectives and operating standards. Devising marketing strategies to tap/ explore greater market/ business volumes.

ORGANIZATIONAL EXPERIENCE

(1) Since April 2010

Technology Education & Research Integrated Institutions (TERII)

Growth Path:

April'10-March'11	Assistant Professor
April'11-March'12	Additional Charge, Training Placement Officer
April'12-March'13	Additional Charge, Head Admissions & Placements
April'13-Till Date	Additional Charge, Principal, Engineering Institute

Responsibilities in TERII

- Active Liason with AICTE, University, Technical Board and CBSE.
- To Ensure Smooth Academics and sound discipline in the Institutions.
- To establish the 'Lab to Lecture' concept in place of 'Lecture to Lab'.
- To Ensure Vibrant Campus Life, Innovative Teaching-Learning Practices, Visits and Visitors.
- Active Liason with Industry & Research Organizations for Placements, Day-Out Learning Programmes, Expert Talks and Industrial visits.
- To Manage PR and Media Relations
- Continuous monitoring of budgeted expenditure to control operational costs
- Monitoring and analyzing Academics, Time to time Faculty Meetings/Reviews.
- Designing promotional schemes for the Institution
- Teaching B.Tech students

Highlights:

- Received Chairman's recommendation continuously for three years 2011.

(2) Since September 2009 to March 2010

Gurukula Kangri Vishwavidyalaya, Haridwar

Responsibilities **Lecturer** **(Teaching MCA/BCA students)**

(3) Since July 2009 to September 2009

Institute of Management Studies (Presently Unison University)

Responsibilities **Lecturer** **(Teaching MCA/BCA students)**

(4) Since August 2008 to June 2009 Uttranchal Institute of Management (Presently Uttranchal University)

Responsibilities: Lecturer

- Worked as Lecturer and took subjects of Computer Applications to MCA and BCA students
- Coordinated the Mega Event 'Razzmatazz-2008' as Event Manager; Shefali Zariwala's LIVE performance and Institutional Fashion Parade were the prime attractions
- Headed the Sports Affairs of the Institute
- Mentor to MCA final year
- Designed CSR activities for the Institute.

EDUCATION

2015	Ph.D. in Computer Science (Specialization – Distributed Systems), Gurukula Kangri Vishwavidyalaya
2008	Masters in Computer Applications, Kurukshetra University Kurukshetra (1 st Division)
2005	Bachelors in Sciences, H.N.B. Garhwal University, Srinagar (1 st Division)
2002	12 th from U.A. Board (1 st Division)
2000	10 th from U.P. Board (1 st Division)

Research Credentials

- Publications in International Journals – 07
- Publications in proceedings of International Conferences – 06
- Publications in proceedings of National Conferences – 01
- Presentations in International/National Conferences – 04

Highlights

- Publications in IEEE Xplore – 01
- Publications in Springer – 01
- Publications in Elsevier – 03
- Publications in Mcmillan – 01

Workshops

- Coordinated a workshop entitled "Ethical Hacking and Information Security" at TERii, Kurukshetra in association with Techkriti IIT Kanpur, International Information Security Consortium (IISCon) and Kyrion Digital Securities in November 2010.
- Attended a workshop entitled "Advanced Computing and Software Tools (ACST 2010)" held at Jaypee Institute of Information Technology, Noida in October 2010.
- Attended Workshop by IIT Bombay on Aakash Tablet in 2013.

ACCOLADES

- Self-Motivated and Committed Individual
- Convincing Orator; Participated in numerous Debate Competitions at School & College levels and won many prizes; Once honored by Hon'ble Governor, Uttarakhand
- Won prizes at School/College level in various Quiz Competitions, Sports Tournaments, Stage Performances
- Active member of the School Management Committee at school level

SOCIAL ENGAGEMENTS

- Organized Health Awareness and Blood Donation Camps.
- Organized various CSR Campaigns.

PERSONAL DETAILS

Date of Birth: 28th September 1984
Marital Status: Married
Passport No.: J9481184

Languages Known: English, Hindi and Punjabi

Contact Address: H.No. 96/86, Near Prem Nursing Home, Pulzatwara, Jwalapur, Haridwar, Uttarakhand

References

Available on Request.

Declaration

I hereby declare that the above written particulars are true to the best of my knowledge and belief.

(Dr. Sagar Gulati)

ANNEXURE

Research Publications

- Yadav, P. K., Bhatia, K., & Sagar Gulati (2010), "Reliability Evaluation of Distributed Systems based on Failure Data Analysis", International Journal of Computer Engineering, vol. 2 no.1, pp.113-118.
 - Bhatia, K., Yadav, P.K., & Sagar Gulati (2010), "Performance evaluation of Distributed Systems through Reliability Analysis", Proceedings of International Conference on "Challenges and Applications of Mathematics in Science & Technology", Rourkela, pp. 613-620, MacMillan Advanced Research Series.
 - Gulati, Sagar, Verma, R., & Kumar S. (2010), "Appraising a decade of research in the field of Grid Computing: The next big thing in communication Industry", Proceedings of National Conference on "Advanced Communication & Instrumentation Engineering", Mohali, pp.152-158.
 - Gulati, Sagar (2010), "Fuzzy task Scheduling to optimize the reliability of a real – time distributed system", presented in the 12th International Conference of International Academy of Physical Sciences in the YOUNG SCIENTIST AWARD SESSION, Jaipur.
 - Bhatia K., Yadav, P. K., and Sagar Gulati (2011), Design and Simulation of a Reliable Distributed System based on fault Tree Analysis, International Journal of Advanced Computer and Mathematical Sciences (Index Copernicus Value: 2.95), Vol. 2 No. 3, pp. 168-175.
 - Yadav, P.K., Bhatia, K., and Sagar Gulati (2012), Reliability driven Soft Real-time Fuzzy Task Scheduling in Distributed Computing Environment, Advances in Intelligent and Soft Computing, Vol 130, pp. 207-214, Springer India, springerlink.com).
 - Gulati, Sagar, Arora, N., and Deep, K., A Fuzzy Approach for Task Scheduling in a Real Time Distributed System, International Journal of Research in Engineering & Applied Science, Vol. 2, No. 2, 2012.
 - Gulati, Sagar, Deep, K., and Soni, A., Real-time Task Scheduling for the Performance Evaluation of Distributed Systems, CiiT International Journal of Networking and Communication Engineering (Impact Factor 0.569).
 - Soni, A., Deep, K., and Sagar Gulati, Soft Real-time Fuzzy Task Scheduling for the performance evaluation of Distributed Systems, CiiT International Journal of Artificial Intelligent System and Machine Learning, (Impact Factor: 0.763).
 - Gulati, Sagar, Yadav, P.K., Bhatia, K., A reliability model for the task scheduling in Distributed System based on Fuzzy Theory, CiiT International Journal of Networking and Communication Engineering, Vol. 4, No. 11, pp.684-688. (Impact Factor 0.569).
 - Yadav, P.K., Gulati, Sagar, Singh, J., An efficient static scheduling algorithm for allocating task graphs to homogeneous multiprocessor system, Conference on Advancements in the era of Multi-disciplinary Systems, pp. 160-165, 2013, Elsevier.
 - Ritika, Gulati, Sagar, Saini, R., K., Analysis of MAC protocols for Wireless Sensor Networks, Conference on Advancements in the era of Multi-disciplinary Systems, pp. 816-821, 2013, Elsevier.
 - Gulati, Sagar, Neha, Kamal, Reliability based task allocation for the Distributed Systems, Conference on Advancements in the era of Multi-disciplinary Systems, pp. 832-837, 2013, Elsevier.
 - Gulati, Sagar, Bhatia, K., P. K. Yadav, Execution Time and Failure Rate Based Model for Reliability Optimization in Distributed Systems, International Journal of Computer Networks and Wireless Communications, Vol. 4 No. 5, pp. 312-318, 2014.
 - Gulati, Sagar, Bhatia, K., P. K. Yadav, Reliability Optimization for Distributed Systems through Task Clustering. In Proc. Of 5th International Conference on Advance Computing and Communication Technologies, pp. 176-182, 2015, IEEE Xplore.
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