



### **Rajesh Narula**

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Rajesh Narula is a management professional and a qualified software developer with over twenty years of experience in almost all aspects of marketing. His last assignment was with a leading software solutions provider where he was responsible for the gamut of marketing activities including business development in the France market and corporate branding, positioning, communications etc. He has introduced many innovative ideas in his career, produced award winning collateral and achieved excellence in corporate sales and distribution network management. He has now set up Micro-Marketers ([www.micromarketers.net](http://www.micromarketers.net)) - a pioneering venture in outsourced marketing services, that seeks to create a new world of professional marketing.

Rajesh speaks French, Portuguese and Japanese and writes frequently on marketing, arts, sports, social issues and technology for various national publications such as The Hindustan Times, The Pioneer, and various professional journals.

He is a visiting professor at some of India's premier management schools and lectures frequently at professional management bodies, international seminars and other fora. He heads the FLO Business Consultancy Cell at FICCI, apex body of the Chambers of Commerce in India and is a member of the Marketing Committee of Delhi Management Association

He is a corporate trainer and has conducted various workshops on sales and marketing etc.

Rajesh is equally passionate about marketing and technology, and is also an avid photographer, a Black Belt Karateka and trekking enthusiast.