

## **Dr. Ranjan Banerjee**

### **Dean and Professor, BITS School of Management**

Dr. Ranjan Banerjee is an alumnus of IIT Bombay and IIM Calcutta and has a doctoral degree from Carlson School of Management, USA. His doctoral thesis won a global award for the best dissertation in B2B Marketing from the 'Institute for the Study of Business Markets', Penn State University, USA.

He has worked with leading FMCG companies like Asian Paints, Vadilal and HUL. He was the Founder-CEO of Renaissance Strategic Consultants before becoming the Dean of SPJIMR between June 2015 – March 2021. The institute made rapid strides under his leadership and in 2020, made it to the 36<sup>th</sup> position globally in the Financial Times Masters in Management ranking, placing third in India.

He has been teaching courses on Marketing, Strategy, Behavioural Economics, Innovation & Design Thinking at leading Indian and international institutes including IIM Calcutta, SPJIMR, The Carlson School, University of Minnesota, Nyenrode, Holland. EBS, Germany, SMU, Singapore, Ashoka University and BITSOM. He has typically been rated as one of the top teachers in every institute he has taught in, receiving perfect median feedback scores (7/7 on all dimensions) for one of his marketing courses at The Carlson School and a perfect score (10/10 on all dimensions) for many of his corporate workshops.

He has co-authored a best-selling book with the noted business leader and author, R Gopalakrishnan on 'The Made in India Manager' which was published in November 2018. He has been a TEDx speaker and has been a keynote speaker at multiple national and international forums. The book 'The Made in India Manager' was recently awarded the Institute of Directors award for the best book in the Corporate Excellence category.

His research has been presented at Harvard Business School, University of Michigan, HEC Paris, Macquarie University etc. His work has been published in Harvard Business Review, Psychology and Marketing, Economic and Political Weekly, Handbook of Business to Business Marketing etc.

Dr. Banerjee has been awarded The IAC award for "Change Maestro and Institution Builder of the Year" which was selected by a distinguished jury of academics and corporate leaders. He has been nominated on the global boards of GMAC (The Graduate Management Council) and UNPRME (The Principles for Responsible

Management Education, which is a United Nations, supported initiative). Hewas the only nominee from Indian academia on both these boards.

Dr. Banerjee joined BITSOM in April 2021, a new world class business school under the aegis of BITS Pilani, in April as its founding Dean. BITS Pilani is a deemed university and has been recognized as an Institute of national eminence by the Government of India. He will also serve as a Professor of Marketing and will teach the core Design Thinking course in the first year, as well as electives in marketing. BITSOM faculty are drawn from the best institutes across the world including NYU, Kellogg, Wharton, Cornell etc andhas already made a mark in just two years, with outstanding response from industry.