

## Shanker (Shanks) Seetharam

Professor, Steward, College Councillor at Centennial College,  
School of Business, Toronto Canada, since year 2000.

- Nominated Best Professor by TVO for 2008,2009,2010,2011
- Empanelled as Premium Educator by Harvard Business School
- Recruited 35,000 students from India, Pakistan and Bangladesh for Graduate studies in Canada
- Searching for Visiting Lecturer positions
- Hall of Fame Awardee in Direct Marketing



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On Facebook, Twitter, Linked-In  
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- *Profile* Presently Professor in Advertising, Marketing and Direct Marketing, E commerce B2B Marketing, Knowledge Management, and Database Marketing. Developed guidelines to customer segmentation, consumer usage models, consumer research and qualitative analysis. Versatile in Business Intelligence, Global Finance, Import Export, Logistics and SAP.
  - Developed a Portfolio of Papers as Researched, Written, Presented and Chaired on Topics in Knowledge Management.
  - Spoken at Conferences in Knowledge Management in Italy, Peru, Canada, China, Croatia, Italy, Russia, . Papers have been published in 18 countries.
  - Specialization in Curriculum development—Knowledge Management, CRM, E Commerce, Marketing presentations, Advertising Management, Global Finance, Retail Management, Direct Marketing, and Integrated Marketing Communications. Developed enormously successful International Business Program Post Graduate levels (from content, to recruitment to applying global accreditations)
  - Manage Portfolio work for e Newsletter, Communication work to outreach communities

Last ten years:

- Plenary Keynote Speaker, Chair and Delegate at IFKAD 2013 Croatia just completed June 2013
- **Delivered lectures at Amity U, Noida, Agha Khan Fdn Hyd, Loyala College Chennai, IIM Cal, KC College, HR College, J Bajaj IMS, Xaviers Inst of Comm, Mumbai, IIM Delhi**
- Presented at World Congress on Intellectual Capital, McMaster Univ.
- Spoken at Direct Marketing and Advertising Conferences in USA, IEP Conference attended by 2,000 executives on Making it in Canada in Marketing
- Travelled to China, Italy, Britain, Australia South America and India to deliver paid business lectures
- In 2008, presented a paper on Intellectual Property Rights issues at the Intellectual Property Conference in Mumbai, India
- In 2009 presented a paper on The Case Studies of 2 Knowledge Companies (in China and India) at Shenzhen, China
- Presented a paper on The Case Studies in Intellectual property at Matera, Italy, 2010
- Presented Intellectual Capital issues at KM World, Washington, USA 2011
- Presented BRIC issues and newest ventures in Cairo and Tel Aviv November 2011
- As well as in Hong Kong and Brazil in December 2011

- Invited to Speak in Greece, Japan, Peru and Russia 2017

#### While in India

- Direct marketing agency account management expertise developed over a decade. From 1988 to 2000 .Advertising agency account management expertise, focused on working on operations and strategic implementation of campaigns, result oriented presentation techniques, managing crises and unexpected situations in India and Canada...Worked on major Global brands in India, HK, Dubai and USA
- Advertising agency Account management expertise from 1977 to 1998, focused on Brand Marketing, Media Planning Sales Consultancies, acquiring new businesses, achieving International awards in India and Canada
- Consultant to the advertising and direct marketing industry in Canada

#### *Achievements (combining India, Canada, Global experiences)*

- Turned around a loss making firm and sold it for a profit
- Helped develop launch and direct market G Film magazine in India
- Helped Direct Market, Chitralekha mag, Deccan Chronicle, The Asian Age
- Developed IMC programs for Nanotechnology Institute in New York
- Developed DM programs for Interspan, Canada in sales and marketing related activities
- Developed Knowledge Management program for Senes, Canada
- Instituted a Loyalty program for a cellular phone company, arresting slippage
- Won an award in Strategy and creativity by the Ad Club of Mumbai
- Pioneered innovative forms in direct marketing in India (1-800, Business Reply, Bulk Mail, MTNL corporate rates, Electronic sales aids, database development
- Developed a program for WSIB at Schulich School of Business on KM
- Member of the governing council of Direct Marketing World Council, USA
- Member of the Canada India Business Council
- Nominated Best Professor by TV Ontario 2007, 2008, 2009 and 2010

#### *Educational:*

- ICSE ( Baldwin Boys Bangalore),
- BA, MA, MBA Univ. of Mumbai 1971 to 1979
- Diploma in Advertising., Diploma in Marketing, Diploma in Marketing and Sales ,Diploma in PR Univ. of Bombay
- Teacher of Adults (OCAS), IBM CRM Trained (IBM), KM Specialist (York University)
- Doctorate program near completion (Univ. of Minneapolis)

*Technical :* CRM database management, SAP, IBM Systems, Apps development for newspaper

Other details: Wife Trainer at American Express. 3 sons prospering in music, nuclear, banking industry. Play squash, cook gourmet and travel.

Shanker (Shanks) Seetharam Consultant, Ventures Direct International  
 Professor Management and Business Centennial College, School of Business, Toronto, Canada  
 Coordinator, College Councillor and Union Steward

**TOPICS FOR LECTURES/WORKSHOP...ALL TOPICS EXCLUSIVELY  
CREATED FOR SPICE, SUMMERTIME 2017**

Proposed by Prof.Shanker(Shanks)Seetharam,

Toronto, Canada

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On whatsapp and imo and skype( shanks5566)

**FOR MARKETING, ADVERTISING, MARKETING SERVICES STUDENTS  
WORKSHOPS 3 DAYS 2 HOURS EACH ( 6 HOURS)**

**DAY 1 TOPIC**

The Top Digital Channels for Generating B2B Leads

Who reaches the most digital marketers on social media? Which influencers have the biggest impact on digital marketing discussions in India and elsewhere?

**DAY 2 TOPIC**

The State of Digital Video Advertising

Marketers are reprioritizing video advertising budgets, shifting their spend from traditional to digital video, according to a recent report from Nielsen

**DAY 3 TOPIC**

Generation Gap: Online Content Consumption and Age

How do the online content consumption habits of Millennials, Generation Xers, and Baby Boomers differ?

**The 75 minute sessions are on 12 different topics ( Available as all or individually too)**

The Three Keys to Mastering Marketing in Today's Noisy Marketplace

Today's marketing environment is noisy and crowded. We have so many new techniques to promote our products and services that the chaos and clutter are getting

10 Do's and Don'ts of A/B-Testing Your Email Marketing Campaigns

There is no better way to determine the impact of a design, copy, or scheduling change on your email campaigns. But A/B testing can seem overwhelming to take on.

How Charities Are Using Social Media

Almost all (98%) of the biggest charities in the World(and in Mexico) are using social media, and 80% are using some type of video to help inspire their audience, according to

Personal Selling

This session examines the environment of personal selling and the process of personal selling. Areas covered include communicating with diverse customers, ethical and legal considerations in personal selling, and the elements of the personal-selling process.

### Sports Marketing

A study of how the principles of marketing are applied in the sports industry. We will examine the marketing of sports, teams, athletes, etc., as well as the use of sports to market products (e.g., sponsorship and promotional licensing).

### International Marketing:

Why It Matters. Allow students to explore the framework of organizations, laws, and business practices as they affect marketing; and develop a student's ability to identify and evaluate marketing opportunities in the international marketplace.

### High vs. Low involvement products

Consumers buy either products or services. While making such purchases, consumers display high or low involvement. High-involvement products are those that represent the consumer's personality, status and justifying lifestyle; for example, buying a home theatre. By contrast, low-involvement products are those that reflect routine purchase decisions; for example, buying a candy or an ice cream.

### Cycle of failure, mediocrity, success of Brands

In many service industries the search for productivity is pursued with a vengeance. One solution takes the form of simplifying work routines and hiring workers as cheaply as possible to perform repetitive work tasks that require little or no training. The cycle of failure captures the implications of such a strategy, with its two concentric but interactive cycles: one involving failures with employees; the second, with customers.

### Emerging Psychographic Consumer Segments in Mexico and with expats in USA

Consumer behaviour is very unique in nature. Each of the consumers have different attitude towards the product. That is why marketing for a product is not everybody's cup of tea. Marketers nowadays are searching the connection between them in order to make their marketing process easy and affordable. This can be done only by creating the market segmentation. The bases of marketing segmentation can be demographic segmentation means age of the consumers, income, sex, education etc., may be geographic segmentation means region, climate, population etc., or even behaviour segmentation means occasion, benefits etc. or even psychographic segmentation.

### Marketing of Hi-Tech Products

Technological markets, high-technology innovations, and durable products of hi-tech nature are all characterized by growth patterns that are not only different from one market to the next but also contain a high degree of uncertainty. Such chaotic phenomena are difficult to investigate and present a challenge for forecasting market potentials and market shares. We will witness the unbearable slowness of new product growth, understand why main market consumers aren't impressed with early market technophiles, breathlessly watch the bandwagon wheezing by, diligently compute the value of the customers of E\*Trade and Ameritrade, and wistfully remember products such as WordPerfect, Lotus 123 and floppy discs.

### Competitive Strategy in the Marketplace

This is a rigorous advanced course in competitive strategy set at the level of the business as it faces competitors at the product market level. Strategic actions by student teams to counterpart teams representing senior managers responsible for approving their recommendation. Topics covered include both the process and content of strategic action and interaction, strategic models, brands as a source of competitive advantage, methods for comparing competitive offers and strategies, scenario analysis, competitive signaling, and competitive intelligence.

### Next Gen Fashion Retail

The retail industry will undergo more changes in the next 10 years than it has in the past 100. Driving this change is the Internet as it connects brands directly to customers, changing every element of the traditional distribution channels. including multi-brand department store, specialty retail as well as vertical mono-brand retail across physical, digital, and alternate venues.