


JAYARAMAN UMASHANKAR

CORPORATE TRAINER & CONSULTANT



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 [jayaraman umashankar](#)

 [JAY](#)

Trainer JAY



SALES TRAINING

PSYCHO-METRICS

OUT BOUND TRAINING

BUSINESS CONSULTING



BEHAVIORAL TRAINING

CAMPUS 2 COPORATE



CRICKET UMPIRING TRAINING



TRAIN THE TRAINER



PROFILE OUTLINE

EXPERIENCE

- * **24+ Years** of experience in Sales, Marketing & CRM in B2B & B2C with expertise in Management Consulting, Marketing Management, Business Development, Strategic Management, Product Positioning and Customer Centricity.
- * **20+ Years** of experience in Sales, Marketing, CRM, Behavioural & Soft Skill Trainings. Trained over Lakh participants in various sectors, in various topics over the years.

TRAINING & COACHING

- * Delivering for Banking, Insurance, Automobile, Agriculture, Education, Textiles, Information Technology, Finance, Construction, Real Estate, Bio Tech, Health, Food Processing, Telecommunication, Retail & FMCG Sectors.
- * Delivering Trainings and Coaching in Sales, Marketing, CRM, Work-Life Balance, Team Bonding, Goal Setting, Science of Happiness, Business Leadership, Business Communication, Thinking – Creativity, Parliamentary Procedures & Train the Trainer.

BUSINESS CONSULTANT

- * Delivering HR Deployment, HR Evaluation, Marketing Management, Marketing Policy Designing, Market Research, Customer Behavior Analysis and Systems Implementations.

PSYCHOMETRIC ASSESSOR

- * Handling assessments, evaluations and counselling through MBTI, FITS, Selling Style Indicator, Sales Level Inventory, 16 Personality Factors, Learning Styles, Competency Mapping, DISC, Leadership Style Inventory, Multiple Intelligence and Adversity Quotient tools.

OBT & EXPERIENTIAL FACILITATOR

- * Trained in Experiential Learning and Activity Based Learning & Out Bound Trainings. Worked as Lead Facilitator more than 35 Out Bound Training Camps.

CONTENT DEVELOPER

- * For various training groups which includes Defining Course Contents, Developing the Program and Preparation of Technical Support like Slides, Handouts and Materials.

CRICKET ADMINISTRATOR & UMPIRES

- * Had been a Cricket Umpire for twenty five plus years and a trainer for Cricket Umpires for more than fifteen plus years. Playing the role of a cricket administrator for more than two decades and still counting. Cricket Review Panelist with different channels and cricket coach for the district team. Working as a cricket coach for various teams at different levels for more than fifteen years.



CERTIFICATIONS & EMPANELMENT

- * Certified C-Sales Assessor of MERCEDES BENZ
- * Empanelled Facilitator of BAF Experiential Learning Team
- * Certified Six Sigma – Green Belt with project experience in IT Services, Manufacturing & Processing segments.
- * Certified in 5S, TPM, TQM & 7QC Tools.
- * Certified in TRIZ – Theory of Inventive Problem Solving and Innovation practice.
- * Master Trainer from International Trainers Academy.
- * Certified MBTI Practitioner
- * Certified STATE PANEL CRICKET UMPIRE (TAMILNADU)
- * Higher Diploma in Software Engineering, APTECH
- * Certified Web Developer, SSI Computer Education
- * IRDA License Holder
- * Certified PRANIC HEALER
- * Certified in Spoken Sanskrit

DELIVERY EXPERIENCE SUMMARY

- * Executed Channel Marketing and Dealership Development for IT & Telecom Products.
- * Delivered Business Excellence Coaching to various range and bands of the corporate team members ranging from CEOs to Junior Entrants.
- * Conducting TRAIN THE TRAINER programs, groomed over Fifty three aspiring trainers.
- * Conducting Work-Life Balance and Attitudinal Tuning programs with Psychometric Assessments for Personnel of various industries and Psychometric Assessments for Students.
- * Delivering freelance Talent Scouting and F2F interviewing to various clients from different industrial segments.
- * Conducted critical OJT and On Boarding Evaluations to Banking, Education, IT, Manufacturing, Insurance, Construction and Food Processing Industries.

VIRTUAL TRAINING EXPERIENCE

- * Conducted Twenty Five Plus VILT Training Programs. Session durations ranging from One Hour to Six Hours.
- * Conducting “Effective Virtual Classroom Management” Module
- * Delivering VILT Interactive - Activity based sessions



RECENT TRAININGS SUMMARY

Client : KARUR VYSYA BANK

Trained 2900+ Branch Heads, CSO & ROs in Effective Sales Management, People Management & Customer handling.

Client : MERCEDEZ BENZ

Sales Assessor for Twenty plus Sales Consultants on Selling Skills

Client : HONDA Motors

Trained 120+ participants in Effective Sales Management, Customer Centricity & Ace of Service

Client : SUNDARAM MOTORS

Trained over 200+ Participants in Ace of Sales & Ace of Service covering Customer Handling, Process Management, Service to Sales & Personality Development

Client : ASHOK LEYLAND

Trained over Seventy Participants on Selling Skills and Plan Your Sales.

Client : FUTURE RETAIL

Trained Hundred Plus Zonal Managers, Store Heads in Stakeholder Management, Analysis & Synthesizing Skills.

Client : MALABAR GOLD

Trained 40 plus Store Heads and 200+ Executives in Managerial Excellence, Customer Handling, Process Handling and Leadership.

Client : BHASHUNDHARA, Bangladesh

Delivered Advanced Business Communication for 55 Senior Management Participants.

Client : HDFC

Conducting Selling Skills, Service Excellence, Business Communication, The 7 Choices & Personal Effectiveness. Trained more than 800+ participants of Manager & Senior Manager Cadres from across the country.

Client : AIRTEL

Trained 64 Territory Sales Managers in Partner Management and Selling Skills

Client : PEST CONTROL INDIA

Trained over Hundred and Fifty Sales Consultants on Selling Skills

Client : PIAGGIO

Trained 200+ Sales Professionals in Sales Management, Sales Process Management, Customer Handling and Behavioural Skills.

Client : ROBERT BOSCH, Coimbatore

Conducting Campus to Corporate Program. Trained 400+ participants in Goal Setting, Team Building, Communication and Competencies.



RECENT OBT SUMMARY

Client : CTS

Facilitated Wind Jammer Simulation for Eighteen Software Professionals

Client : ROBERT BOSCH

Conducting Team Building and Team Bonding OUTBOUND Experiential Programs.

Client : INDIAN OVERSEAS BANK

Conducting Team Building and Leadership OUTBOUND Experiential Programs.

Client : NOVARTIS

Conducted Team Building for Twenty Managers

Client : CAIRN

Conducted Team Bonding for Forty Two Managers and Engineers

Client : QUEST E GLOBAL

Conducted Team Building for Twenty Eight Engineers

Client : McDONALDS

Conducted Customer Centricity & Change Management OUTBOUND Experiential Programs.

Client : REITER

Conducting Team Building and Team Bonding OUTBOUND Experiential Programs.

Client : DAIMLER

Trained 15 participants on Business Communication and Inter Personal Relationship.

Client : ISHA Shoppe

Trained 40 participants to get the best result through their Team Bonding and Life Balancing through Activity Based Learning

Client : TATA MOTORS

Conducting Activity Based Experiential Learning Sessions on various topics

Client : GENERAL MOTORS

Conducting Team Building and Team Bonding OUTBOUND Experiential Programs.

Client : BAJAJ ALLIANZ

Conducting Team Building and Team Bonding OUTBOUND Experiential Programs.

OBT THEMES

- Team Building
- Team Bonding
- Leadership
- Communication
- Life Balancing
- Vent Out
- Motivation
- Stress Management
- Time Management
- Innovation
- Collaboration
- Vision Orientation
- Relationship Building
- Alignments
- Effectiveness
- Attitude
- Problem Solving
- Performance Enhancement
- Overcoming Fear
- Overcoming Pessimism
- Identifying Drivers and Differentiators
- Anger Management
- Anxiety Management
- Overcoming Inhibitions



EXPERIENCE TIMELINE

FREELANCE TRAINER – SALES & BEHAVIORAL TRAINER

2001 – till date

Facilitating training in Sales, Marketing, CRM, Business Leadership, Communication Skill, Team Building and Behavioral Tuning for more than eighty corporate and institutional clients. Major Accounts : Tamilnadu Police Department, Mercedes Benz, BHASHUNDHARA (Dhaka), HDFC, IOB, Bajaj Allianz, BOSCH, TATA, Skoda, TAFE, BFI, REITER, Credit Suisse, VMWARE, McDONALDS, FUTURE GROUP, AIRTEL, PCI, PIAGGIO, ISHA Shoppe, MALABAR GOLD are few to quote.

CEO, KARNA Corporate Associates, Salem

2005 – Till Date

Director, VIBHA TCS, Salem

2010 – Till Date

Delivering HR Deployment, HR Evaluation, Marketing Management, Marketing Policy Designing, Market Research, Customer Behavior Analysis and Systems Implementations.

BRANCH MANAGER

BOSTON COMPUTER EDUCATION, SALEM

2001-2002

Was in-charge of branch catering to the software training needs in Salem. Lead a fifteen member team. Executed Marketing, Facilitation, Operations Role. The branch stood topper in the state during the tenure.

PROGRAM DIRECTOR

DIGITAL MAGIC, CHENNAI

2000-2001

Was in-charge of creative team working in production of advertisement films, short films, copyrighting and film support

MARKETING HEAD

PENTASOFT TECHNOLOGIES, SALEM

1999-2000

Was in-charge of sales, promotions, client coordination and Marketing team management.

FACULTY CUM MARKETING EXECUTIVE

PENTASOFT, FORSEE INFOTECH, SALEM

1998 - 1999

Was in-charge of selling computer software training products and was handling training in Web Applications.

MARKETING EXECUTIVE - PHOENIX TRAINING INSTITUTE, TRICHY :

1995 – 1998

Was in-charge of selling of computer software training products.



TRAINING TOPICS

CORPORATE TRAINING

- * Sales, Marketing & CRM
- * Train the Trainer
- * Business Communication
- * Business Leadership
- * Negotiation Skill
- * Campus to Corporate
- * Team Building
- * Presentation Skill
- * Effective Public Speaking
- * Work-Life Balance

OUT BOUND & EXPERIENTIAL LEARNING

- * Team Building
- * Students to Professional
- * Simulations

LIFE SKILLS COACHING

- * Communication
- * Leadership
- * Team Building
- * Creativity
- * Inter Personal Relationship
- * Stress & Time Management

TECHNOLOGY PROFICIENCY

DESIGNING TOOLS

Adobe Photoshop, Adobe Premiere, Pinnacle Studio, Doodly

WEB DEVELOPMENT TOOLS

Adobe Dreamweaver, Java, Serif Web Plus 8.0

VIRTUAL TRAINING PLATFORMS



BEHAVIORAL TUNING

- * Goal Setting
- * Science of Happiness
- * Problem Solving
- * Situation Handling
- * Etiquettes, Ethics & Values
- * Corporate Culture
- * Body Language

CAREER & EMPLOYABILITY SKILLS

- * Resume Building
- * Interview Techniques
- * Group Discussions
- * Aptitude
- * Learning Skills
- * Examination Tips
- * Career Guidance

PERSONALITY ASSESSMENT

- * MBTI
- * Learning Styles
- * Skill Assessment
- * Leadership Assessment
- * FITS, 4C, CPA & BPA

AUDIO EDITING TOOLS

Sound Forge 8.0

OFFICE APPLICATION

Office 365, iWorks

HARDWARE MANAGEMENT

Network Administration, System Administration



WEB DEV. EXPERIENCE

WEBSITES DEVELOPED & MAINTAINED

www.salemdca.com

www.wellingtonyercaud.com

www.greenparkyercaud.com

www.sundhar.com

www.michigancricket.org

www.sivercottagesyercaud.com

www.peeacockcottages.com

www.punchgurukulam.org

SOCIAL INVOLVEMENTS

- * Member, Umpires Committee, The Tamilnadu Cricket Assn.
- * State Panel Umpire, Tamilnadu Cricket Association
- * Executive Committee Member - Salem District Cricket Assn.
- * Chairman of Umpires & Member of PR Committees of Salem District Cricket Assn.
- * Selector & Coach of the Salem District Senior District Team
- * Secretary of Students Cricket Academy & Club
- * Secretary, Punch Gurukulam Trust (NGO for Individual & Societal Development)
- * Former State P.R.O – International Federation of Professional Trainers
- * Past Zone Vice President, JCI Zone 17, JCI INDIA
- * Charter President, JCI Salem RUNGS
- * Charter President, Salem Toast Masters Club
- * Member, Madras Management Association – Salem Chapter
- * Former Member of Lions Club of Salem Chanakya
- * Semi-Finalist in the International Photography Contest
- * Former Member, Salem District Blood Donors Club

MEDIA PROGRAMS

- * NEWS 7
- * Kalaingar TV
- * Polimer TV
- * Raj TV
- * Raj Digital Plus
- * Kailash TV
- * PCC Channel



PERSONAL SPECIFICS

EDUCATIONAL PROFICIENCY

Master of Computer Application

MARITAL STATUS

Married

DATE OF BIRTH

29th August 1978

NATIONALITY

Indian

LANGUAGE PROFICIENCY

English, Tamil, Hindi & Sanskrit

PASSPORT

Active

HOBBIES

Surfing, Music, Astrology, Driving

OVERSEAS EXPOSURE

China, Bangladesh

VIDEO LINKS

DEMO : [LEADERSHIP](#)

UDHAYAM TV : [COMMUNICATION & DECISION MAKING](#)

NEWS 7 : [WORLD CUP 2015 REVIEW](#)

NEWS 7 : [IPL 2015 REVIEW](#)

KAMARAJ CET : [COMMUNICATION SKILL](#)

KNOWLEDGE BUSINESS SCHOOL : [LOOKING BEYOND MBA](#)



CORPORATE CLIENTELE

3DPLM, Bangalore

AAC Ghee

AIRTEL

Amaze Multimedia, Pondy

APP POINT, Bangalore

Ascent Global Logistics

Ashok Leyland

Axis Bank

Bajaj Allianz

Bajaj Auto Finance

Banker's Quotient Academy

Bank of Baroda

BASF, Tamilnadu

BIG BAZAAR

BHASHUNDHARA, Bangladesh

BHEL

BIRLA Sunlife

BIS Infotech

BLUESTAR

BOSCH

BSNL

CADD Centre

CAIRN

CAPITAL FIRST

Castrol

Chettinad Cements

Civil Doctor

Cognizant

Creative Sand, Erode

Credit Suisse – WIPRO

Daimler

Dr.Reddy's Labs

Dream Homes, Chennai

Dolly Roy Foundation, Chennai

Eastman Insurance Team

EDISSIA

Employment Exchange

ETA Melco

ESCORTS

FCare, Tamilnadu

FMAXX Systems

Fullerton MF

Future Group

G7 Mobile

Gavin Airhostess Academy, Coimbatore

Genee Tech, Chennai

Geometric

General Motors

Godrej Appliances

Grand Royal Tours

Green & Health

HCL

HDFC

Hindusthan Leathers

Hindustan Unilever

HMDI

Honda Motors

Hotel Cennys Gateway

ICICI

IDHAYAM Group

Indecomm Global, Bangalore

Indian Institute of Banking & Finance

Indian Overseas Bank

IRB Toll, Omalur

ISHA Shoppe

Jayajothi Spinning Mills, Rajapalayam

Kamadhenu Feeds

Karur Vysya Bank

Keva India

King Makers Real Estates, Chennai

KORES

LIC India

Lupin



Malabar Gold
Maruti
Maruti NEXA
McDONALDS
Mercedes Benz
Modern Rice Mill
Modern Sheller Industries
My Recharge
Max Solar Solutions, Coimbatore
Muthoot Fincorp
National Dairy Development Board
NICE Software Solutions, Bangalore
NOVARTIS
Orange House Technologies, Hyderabad
P & G
Pest Control India
PIAGGIO
Preethi Kitchen Appliances Ltd.
Pricol Industries, Coimbatore
Pupa Ceramics
Qualitronics, Chennai
Quest E Global
Rallis
Reiter, Coimbatore
Rajveer Industries, Hyderabad
Reliance Capital
Reliance Infocom
Reliance Infrastructures
Reliance Insurance
RK Textile Exports, Karur
RKG Ghee
Ravel Fire Roofings, Chennai
Royal Bank of Scotland
Royal Roots, Coimbatore
Royalti Paints

Rupeezone
Sabash Cafe
Sakthi BAJAJ
Sakthi Excellence Academy
Sakthi Finance
Samastha MF
Shinner Industries, Rasipuram
SIEMENS
Sigaram Associates Real Estates, Chennai
Sigaram Constructions, Erode
SONALIKA
Sriram Insurance
STAR Drugs, Hosur
SKODA Auto India
Sky Homes
SWISS RE
Subex
Sundaram Motors
TAFE
Tamilnadu Police Department
TATA Motors
Team Life Care
TCPS Computer Education , Tamilnadu
Thriveni Group
TNEB
Truesai Works
TVS Credit
TVS Tyres
Unilife – Lady Anion
United India Insurance
Vedanta – SESA GOA, Goa
VINSYS
VMWARE
Volkswagen
Yethru



INSTITUTION CLIENTELE

Aachi Institute of Mgmt. & Entrepreneurship

AVS Arts & Science College, Salem

AVS Engineering College, Salem

Bharath Polytechnic, Tiruchengodu

Cheerans Arts & Science College, Kangayam

CMS College, Coimbatore

CSI Polytechnic, Salem

Erode Sengunthar Eng. College, Perundurai

Erode Institute of Technology, Erode

Gandhi Arts & Science College, Sathyamangalam

GRD College of Management Studies

Hindustan College, Coimbatore

Holycross College, Trichy

IFET, Pudhucherry

Jayam Engineering College, Dharmapuri

Jayendra College, Coimbatore

JKKM College of Mgmt. Studies, Gobi

Kailash Women's Arts College, Salem

Kalasalingam University, Virudhunagar

Kamaraj College of Eng., Virudhunagar

Kaveri College, Trichy

Kaveri College of Engineering, Salem

Knowledge Institute of Technology

Knowledge Business School

Kongu Engineering College, Perundurai

Kongu Arts & Science College, Erode

Kongu Polytechnic, Perundurai

Krishnaswamy College for Women, Chennai

KSR Arts & Science College, Tiruchengodu

KSR College of Engineering, Tiruchengodu

KSR College of Technology, Tiruchengodu

Kumaraguru College, Coimbatore

Madurai School of Management

Mahendra Engineering College, Tiruchengodu

Muruga Polytechnic, Kallakurichi

Nandha Arts & Science College, Erode

Nandha Engineering College, Erode

Narasus Institute of Technology, Salem

New Horizon College, Bengaluru

NGP Arts & Science College, Coimbatore

P.A Engineering College, Pollachi

Padhmavani College, Salem

Periyar University, Salem

PSG College of Arts & Science, Coimbatore

Rajalakshmi Polytechnic, Thiruvannamalai

RVS Institute of Mgmt. Studies, Coimbatore

Sakthi Institute of Mgmt. Studies, Pollachi

Sakthi Kailash Women's College, Salem

Salem Polytechnic

S.J.S Paul Engineering College, Pudhucherry

SKP Engineering College, Thiruvannamalai

Sona College of Technology, Salem

Sri Saradha College, Salem

Sri Vasavi College, Erode

Vellalar College, Erode

Velachamy Nadar College, Madurai

Vellore Institute of Technology

Vijay Vidhyala, Dharmapuri

VRS College of Engineering Tech., Villupuram

Vysya College, Salem



SCHOOLS CLIENTELE

Alagappa MHSS, Karaikudi
Dolphin MHSS, Madurai
Glazee Brooks, Salem
Holycross Matriculation, Salem
Little Flower, Sathyamangalam
MG Public School, Ramanathapuram
Noble Matriculation School, Virudhunagar
PA Vidhya Bavan, Karur
Sengunthar School, Erode
Senthil Public School, Salem
The Erode Public School, Erode
Vayapuri MHSS, Srivilliputhur
Velammal, Madurai
Vidya Niketan, Rasipuram
Vijay Vidhyalaya, Dharmapuri

SOCIAL ORGANIZATIONS

Builder Association of India
Chartered Accountants Institute of South India
Chits & Finance Association, Salem
Civil Engineers Association, Salem
Consumer Product Sellers Association, Salem
Dee Jee Business Club, Teni
EDISSIA
Federation of Civil Engineers Assn. of TN & Pondicherry
Int'l Federation of Professional Trainers
Junior Chamber International
Lions International
Namakkal Tyre Owners Association
Rotary International
Salem District Cricket Association
Spares Parts Dealers Association, Namakkal
TAMBRAS, Nagarkoil
Tamilnadu Photographers Association
Toast Masters International
Winners Chamber, Namakkal



PROFILE SUMMARY

- * Specialized trainer in Selling Skills, CRM, Negotiation Skill, Business Leadership, Business Communication, Work-Life Balance, Team Bonding, Analytical Skill, Thinking – Creativity, Parliamentary Procedures & Train the Trainer – And a Certified Psychometric Assessor.
- * Conducted Workshops and Trainings for more than 190 clients in MNCs, Govt. organisations, Educational institutions & Community organisation sectors. Has delivered more than 4800 man days of Trainings & 390 Edutainment Shows in a span of 20+ Years. Partial clientele includes Tamilnadu Police Department, Mercedes Benz, BHASHUNDHARA (Dhaka), HDFC, IOB, KARUR VYSYA BANK, BOSCH, TATA, Skoda, TAFE,, REITER, Credit Suisse, VMWARE, McDONALDS, FUTURE GROUP, AIRTEL, PCI, PIAGGIO, ISHA Shoppe, MALABAR GOLD, GODREJ, SUNDARAM MOTORS, ESCORTS, AXIS BANK and more.
- * Started the career as a Marketing Personnel with Phoenix Technologies then got associated with Pentasoft Technologies in I.T Education Industry. Had the association with Digital Magic in Film Industry and later with Boston Computer Education in I.T Education.
- * A Computer Science Post Graduate, Master Trainer of International Trainers Academy & Green Belt in Six Sigma Quality Standards. Principal Consultant of KARNA Corporate Associates, which is catering SMEs in Business Consulting & Facilitations Services. Former Principal Marketing Consultant for Kris Srikkanth's (Former Indian Cricket Team Captain) Career Strokes.com which is the first online softskill facilitation portal in India. Master Trainer with International Trainer's Academy and Former Associate of International Business Trainers Association.
- * A Certified C-Sales Assessor of MERCEDES BENZ. Empanelled Facilitator of BAF Experiential Learning. Certified Six Sigma – Green Belt with project experience in IT Services, Manufacturing, Processing, Finance and Marketing segments. Certified in 5S, TPM, TQM & 7QC Tools. Handled implementation projects in Textile, Construction, Manufacturing and Real Estate sectors. Certified in TRIZ – Theory of Inventive Problem Solving and Innovation practice.
- * An active Cricketer, Cricket Coach, Cricket Administrator, Cricket Media Panelist and Tamilnadu State Panel Cricket Umpire.
- * An active MEDIA person, having arm extended in Paper, Audio and Visual Medias. A web designer and Visual Editor. Delivering programs in NEWS 7, Polimer, Kalaingar, Raj, Raj Digital channels. Hobbies are Astrology, Singing, Driving and Surfing.
- * Involved into various social activities holding different positions in State & District Cricket Associations, Punch Gurukulam, Junior Chamber International, Toastmasters and Cricket Clubs

