



Shreyas Srivatsan
Deputy General Manager
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Shreyas Srivatsan, Deputy General Manager, is a member of the improvement interventions team at Tata Business Excellence Group (TBExG), focusing on driving Strategy Deep Dive initiatives across Tata companies. He has about 17 years of work experience in diverse areas of Strategic Network Management, Business Strategy, Business Analytics, Data Science & Analytics, Financial analysis, Project Management, Sales & Marketing, Channel Management and Working Capital Management across Automobile, Hospitality, and Financial Services space.

Prior to joining TBExG, Shreyas Srivatsan was with Indian Hotels Company Limited as Regional Head - Business Strategy for South India & International Operations and Ancillary Business and with Tata Motors as Regional Head - Retail, Channel Finance, Insurance (RCFI) portfolio for South India Commercial Vehicle Business Unit.

Shreyas is a Mechanical Engineer and holds a Post Graduate Diploma in Management from Christ University (deemed to be university), Bangalore and All India Management Association (AIMA), New Delhi. He is a passionate Data Advocate and holds a second Post Graduate Diploma in Data Analytics from International Institute of Information Technology, Bangalore (IIIT - B). His doctorate thesis on 'Pandemic and Hospitality Industry - Indian Context Study' has been given the Award of Excellence by Indian School of Business Management & Administration. He also holds an e-Diploma in Business Analytics from Harvard Business School.

Shreyas has published articles in national and international journals and has presented at international conferences. He has co-authored an article 'Interrelationship between Operations and Marketing in Reducing Demand Risk' which has been published in 'Journal of Marketing Channels'. His article on 'Technology Enhancing Customer Relationship Management - A Review' has been published in Indian Journal of Marketing.

He has actively participated in Business Excellence Assessments and Data Excellence Assessments of Tata group companies and takes active interest in multiple paradigms of life. He has received an appreciation for his record of holding Century+ certificates and has a mention in the India Book of Records 2022. He has also participated in the Guinness World Records and was an integral part of an initiative in making India the training capital of the world. He is the recipient of the 'Best Outgoing Student' Award of his Post Graduation Diploma in Management Batch 2006 from Christ University (deemed to be university), Bangalore.

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