Swaminathan Gopal
Deputy General Manager
Tata Business Excellence Group

In his current role with Tata Business Excellence Group (TBExG), Swaminathan Gopal is responsible for delivering The Data Maturity Assessment Process for Tata Companies.

In his earlier roles, Swami has led and delivered Deep Dive projects in Customer Centricity for Tata companies. In the last four years at TBExG, Swami has worked with Tata Class Edge, Voltas, JUSCO, JAMIPOL and NELCO in projects spanning Voice of Customer, Customer Service Delivery, Customer Centric Culture Studies, Key Account Management and the development of a Customer Promise Roadmap for some Tata companies.

In the execution of Deep Dive projects in customer centricity, Swami has worked closely with SMEs in various Tata companies to adapt the Deep Dive methodology and deliver hands-on recommendations with a focus on practical application of the improvements recommended.

In collaboration with the Customer Centricity initiative, Swami supports to analyse the TBEM assessment feedback across intersecting themes with focus on challenges in the journey towards Customer Driven Excellence.

Prior to joining TBExG, Swaminathan served in diverse roles with Tata Steel, Tata International, Eveready Industries and The Zodiac Clothing Co. His experience of over 22 years as a line manager comprises responsibilities in Product Management, Brand Management, Customer Loyalty programs, Direct Sales, Channel Sales and Retail.

Swaminathan holds a PGDM in management from the TA Pai management Institute, Manipal.

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