Profile of Dr. Sachin Mohan Bhide

For the Education Sector

Sachin is a Founder at Eha Management Consultancy. He has a proven track record of providing management consultancy services, completed more than 70 consulting assignments across 40+ industry sectors, supporting entrepreneurs, Small and Medium Enterprises (SMEs), and Non Government Organizations (NGOs), and large enterprises with structured, actionable strategies. He has more than two decades of experience. He has co-authored a case study that was published by Harvard Business Review. He has authored the books 'Designing an effective business plan', 'Effective marketing for entrepreneurs', 'Effective digital marketing strategy' and Fundamentals of Business Analytics. He has authored numerous research papers, articles and blogs. He is an award-winning speaker and has received the Best Speaker & Best Table Topic Master award at Toastmaster club in California, USA. He is an award-winning trainer. He has taught numerous management subjects at leading management institutes. He has earned a PhD in Marketing. He has done Masters in Business Administration (MBA) and Commerce. His expert opinions are covered in leading publications through print, radio, Television and digital media. He is certified in Organizational Analysis by Stanford University and Foundations of Project Management by Google.

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Management consultancy

For details, visit Detailed profile of Dr. Sachin Mohan Bhide_Eha Management Consultancy

Training projects

Conducted more than 60 management training programs for companies, industry associations, executive education, incubation centers, start-up platforms, self-hosted open workshops, and so on. For details, visit Detailed profile of Dr. Sachin Mohan Bhide_Eha Management Consult…

Speaking engagements

Spoke at more than 40 engagements on numerous forums on varied management topics. For details, visit Detailed profile of Dr. Sachin Mohan Bhide_Eha Management Consultancy

Subjects taught

In addition to teaching, have played numerous roles like mentor, project guide, syllabus designer, and so on. For details, visit
Detailed profile of Dr. Sachin Mohan Bhide_Eha Management Consultancy

1. Business Information Systems
2. Business-to-Business Marketing
3. Consumer Behavior
4. Customer Relationship Management (CRM) Systems
5. Indian Knowledge System (IKS)
6. Integrated Marketing Communications
7. International Marketing
8. Internet Marketing
9. Introduction to Retail
10. Management Information System
11. Managerial Economics
12. Marketing Management
13. Marketing Strategy
14. Mass Communication, Media and Culture
15. Media Planning and Buying
16. Monetary & Fiscal Policies and Financial Analysis Testimonials
17. Research Methodology
18. Sales and Distribution Management
19. Services Marketing
20. Social Media Marketing
21. Software Marketing
22. Strategic Management
23. Study Skills
24. Understanding Digital Economy
25. Virtual Marketing
26. Web analytics

Client list

Served clients from numerous industry sectors, including the following. For details, visit Detailed profile of Dr. Sachin Mohan Bhide_Eha Management Consultancy

Associations, Chamber, etc.	Automation	Banking
Chemical	Construction & Infrastructure	Consumer durable
Co-working places	Education	Finance & Audit
Food	Group of companies	Information Technology (IT)
Information Technology Enabled Services (ITES)	Manufacturing	Market research
Media	Not for profit	Paper Shredding
Pharmaceutical	Renewable Energy	Steel
Technology	Training & Consultancy	Travel

Employment experience

Organization	Designation	Time-period	Duration
Sinhgad Institute of Management (SIOM)	Senior Lecturer	October 2008 to October 2009	1 Year
Technowrites Pvt. Ltd.	Marketing Manager	14th December 2001 to 30th September 2008	6 Years 10 Months
ABN AMRO Bank N.V.	Personal Financial Consultant	June to August 2001	2 Months
Clarion Infoway Solutions	Management Trainee	January to February 2001	2 Months

Research Experience

Completed PhD research on ‘A study of change in composition and direction of exports by Information Technology companies in and around Pune’ through the University of Pune, India

Research Papers authored

1. Research paper presentation at IIT, Bombay.
2. CHALLENGES IN RE-CALIBRATING CLASSROOM EDUCATION POST COVID-19 – LESSONS FROM MANAGEMENT PROFESSIONAL’S JOURNEY
3. Cuthe rrent changes iinhotel industry in selected areas in Pune
4. Innovative opportunities for strategic geographic market segmentation for emerging markets – A case study of selected IT companies in Pune, Certificate
5. Market region focus shifting by IT companies – A case study
6. Awareness of computers amongst house-wives – A critical study of selected housing societies in Kothrud, Pune, India. Paper presentation video available at http://youtu.be/wvyRBGH2gyA

Research projects completed

‘After-sales Market Analysis’ at ‘Mercedes Benz India Ltd.’ as a Summer Project for the period May-June 2000, photos

‘Overseas Market Research’ fr ‘B in the month of December 2001

‘Market Research and Product Promotion’ for ‘Technova World’ for the period March-April 2000

Market research project for `Indian Market Research Bureau’ on `Information Technology and Office Automation Products’ for the period September-October 2000

Conducted numerous research projects with IMRB (Indian Market Research Bureau) International

Trained in

- Participated in workshop on Case Teaching & Writing, 6 to 8 February 2025, jointly organized by AIMA-ICRC with knowledge support from Harvard Business Publishing (HBSP), Certificate
- Participated in "Mastering the Design Thinking Process", organized by The Indo-French Chamber of Commerce and Industry (IFCCI) Pune in association with Dassault Systèmes Global Services, 22 Jan 2025.
- How to write a successful teaching case by Emerald Publishing, 7 February 2024, Certificate in Emotional Intelligence
- Spoken English program by DynEd International, Inc. & Hero Mindmine, 13 January 2005, Certificate
- Management Consulting skills (My handwritten workshop notes) (Photo)
- Market Research project management
- Quantitative Techniques
- Research Methodology
- Technical Writing
- Online Introductory Course in Cyber Laws, Asian School of Cyber Laws, 5 January 2005, Certificate
- Introduction to Oracle 8i, 2001, Certificate
- Advertising workshop, 9 & 10 October 1999, Certificate
- Windows, Word, Excel, Diploma in Computerized Financial Accounting, EX Accounting software, Datapro Infoworld Ltd., April 1998, Certificates

Awards & scholarships

- Best Speaker and Best Table Topic Speaker award at Toastmaster club in California, USA – 2008
- Business Quiz Judge at Institute of Management Education, Research, and Training (IMERT) – 2007, 2008
- Excellent Trainer award from IMRB International, June 2010
- Performance Award from Technowrites – 2003
- Recommended by ICFAI for excellent marketing skills
- Recommended by the Indian Institute of Management – Bangalore for marketing skills
- Team Player Award from Technowrites – 2004
- Received the Late SL Kirloskar scholarship for the year 1999-2000 while pursuing an MBA, Certificate

Books

- FUNDAMENTALS OF BUSINESS ANALYTICS, published by Symbiosis Centre for Distance Learning (SCDL), Pune, January 2025. I authored this book as a co-course writer, starting from designdevelopingutline, developing activities, developdesigningstudies, creating diagrams, creating quizzes, activities, frameworks, quoting suitable Indian examples in existing theories, identifying keyself-assessmentg self assessuggestingstions, suggested reading, identifying tools, developed summaries.
- Forgotten roots - Contributed 1 chapter.
- Pragraha - A Tweebook - compilation of super 36 Tweets - Contributed 1 chapter.
- Effective marketing for entrepreneurs
- Effective digital marketing strategy
- Designing effective business plan
- In the process of authoring the book 'Customer education as effective strategy.'
- Authored and published free eBooks:
    - 'My business sutra', available at http://goo.gl/OrxHKO
    - 'Marketing challenges for entrepreneurs'
    - 'Interesting lessons for entrepreneurs from my PhD research.'

Case Studies

One of the case studies I co-authored was published by Harvard Business Review. The case study is about Krishnapatnam Port https://hbsp.harvard.edu/product/ISB309-PDF-ENG

Published case studies on TCS, MindTree, Persistent Systems, Z,ensar and KPIT as a part of doctoral research.

Authoring

Regularly writes blogs and articles published across multiple platforms.

Media coverage

Opinion is covered in print, digital, radio, and television mediums

Contribution to the profession

I was a member of The Institute of Management Consultants of India (IMCI) and was also Secretary of IMCI, the Pune Chapter, for the years 2012-13, 2011-12, and 2010-11. I was a key member of the team that made the Pune Chapter the most active chapter of IMCI. For details, visit Detailed profile of Dr. Sachin Mohan Bhide_Eha Management Consultancy

Education

Degree	University	Month & year of passing
PhD Researched nature of IT exports of Pune based selective Indian companies	University of Pune	7th November 2013
Master Master of Business Administration (MBA)	University of Pune	July 2001
Master of Commerce (M.Com.)	University of Pune	July 2003
Bachelor Bachelor of Commerce (B.Com.) Here are my economics notes from 12th Standard for reference.	University of Pune	June 1999

University of Pune, India, approved Lecturer - 1st July 2009

I had also done a Diploma in Export Management through correspondence in the year 2000, Certificate

Founder of Business Book Readers' Club (BBRC)

I founded Business Book Readers' CluinBRC) in Pune in January 2010. For details, visit
Detailed profile of Dr. Sachin Mohan Bhide_Eha Management Consultancy

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https://www.youtube.com/user/sachinworking

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