

DINESH KANNAA K V

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EDUCATION

Post Graduate Diploma in Management (PGDM)

2016 - 2018 (73.4%)

T A Pai Management Institute (TAPMI), Manipal

Specialization - Marketing & Strategy

- Consultant & Head of Design - Consulting committee
- Member & Speaker - Toastmasters

Bachelor of Engineering (B.E.)

2010 - 2014 (80%)

Rajalakshmi Engineering College, Anna University, Chennai

Specialization - Aeronautical Engineering

- Secretary – Event management club

Class XII

2010 (95%)

NSN Matriculation Hr. Sec. School, Chennai

Physics, Chemistry & Computer Science

Class X

2008 (94%)

Robert Matriculation Hr. Sec. School, Chennai

TEACHING EXPERIENCE

Assistant Professor - Sri Sairam Engineering College, Chennai

Aug 2023 - Present

Courses handled

- Strategic Management • Marketing Analytics • Innovation & Entrepreneurship • Operations Management • Customer Relationship Management •

Positions of Responsibility

- NBA Criteria 3 Coordinator • NAAC Criteria 2 Department Coordinator • ISO/EOMS Coordinator (Stakeholder Feedback, Research & Development, Final Project) • Case Conference Coordinator • Cultural Coordinator • Website Coordinator • Startup Advisor at Sairam Techno Incubator •

PUBLICATIONS

Journal Publications

- Dr. Venkatesh P, Dr. Anitha V, Dr. Muthukumar V, & Mr. Dinesh Kannaa K V. (2024). Factors Ascendant Z Generation's Purchase Decision TOWARDS Apparels. Educational Administration: Theory and Practice, 30(4), 9593–9596. <https://doi.org/10.53555/kuvey.v30i4.4456> (**Scopus Q4**)

Book Chapters

- Dinesh Kannaa, K. V. (2024). The changing face of marketing: Emerging marketing trends for success. In Emerging Trends in Commerce and Management (pp. 214–220). essay, IOT Academy.

Conference Publications

- Mr. Dinesh Kannaa K V, Dr. Anantharajan R S, & Mr. Gopi Krishna K V. (2024). Generative AI adoption in marketing content creation. In National Level Conference on Future landscape of sustainable business practices in AI world (pp. 307–320). Essay, Research Cravers Hub.
- Empowering Through Ownership: A Comparative Analysis of Worker Control and Cooperative Governance in Platform Cooperatives vs. Traditional Gig Economy Platforms, 18th ICA Asia-Pacific Research Conference, IIM Kozhikode **(Scopus)**
- The Impact of Artificial Intelligence on Decision Making in Finance, Marketing, and Human Resources: A Quali-tative Analysis, International Conference on Data Analytics and Cyber Security, IIM Bodh Gaya **(Scopus Q1)**
- Consumer Attitude And Perception Towards Viral Marketing In Chennai City, International Conference on Data Analytics and Cyber Security, IIM Bodh Gaya **(Scopus Q1)**
- Exploring The Impact Of Utilizing Voice-Activated Chat Bots Powered By Advanced Technology On Consumer Interactions In Bangalore, International Conference on Data Analytics and Cyber Security, IIM Bodh Gaya **(Scopus Q1)**
- AI-Driven Robotics in Automated Construction: Enhancing Efficiency, Precision, Safety, and Sustainability, International Conference on Data Computation and Communication (ICDCC), VIT Bhopal **(Scopus)**
- AI-Powered Urban Mobility: Reducing Congestion and Enhancing Efficiency in Smart Cities, 3rd International conference on Advances in Science,Engineering & Technology (ICASET) **(Scopus)**

INDUSTRY WORK EXPERIENCE

Head of Operations - Playto Labs

Apr 2022 – Oct 2022

- Managed multiple areas such as customer success, operations, hiring and developing a community of trainers, and new strategic projects
- Managed and groomed 4 different teams by establishing processes, KPIs, systems and approaches for the team to adopt
- Held regular team reviews to evaluate performance and implement corrective actions to reach benchmark metrics & improve overall customer experience
- Took full project ownership from Zero-to-One by understanding requirements, preparing project plans, tracking day-to-day project activities, & operational needs with regular reviews to the leadership on project milestones & deliverables
- Decreased the time it takes to onboard trainers by 50% and scaled up the number of trainers by 216%
- Reduced average customer response time by 80%

Asst. Vice President Strategy & Operations - Tracxn Technologies

Jul 2021 – Aug 2021

- Oversaw daily activities for a group of 40 executives and 10 managers.
- Held daily review sessions to assess team performance and implement remedial actions to reach benchmark metrics
- Devised and implemented a resource-management strategy in partnership with cross-functional teams that cut the daily backlog in half (saving 5 man-hours per day)

Corporate Sales Manager - HDFC Life Insurance

Jun 2018 – Jul 2021

- Managed a team of 10 Sales managers with an average yearly revenue of INR 30 crores to ensure the achievement of key business metrics
- Regularly carried out channel planning to create mutual success metrics & keep good channel partner relationships
- Actively listened to clients to understand their needs and then pitched the most appropriate products
- Increased retail business revenue by 75% YOY by identifying new growth opportunities

Event Manager - Infinite Engineers

Apr 2015 - May 2016

- Regularly coordinated with the event organizers to make sure the training programs were carried out without hassles
- Organized and conducted more than 100 events and workshops in schools throughout the state

Team Manager - Skyfi Labs

Sep 2014 - Mar 2015

- Oversaw a team of four from event planning to timely execution of workshops & training sessions
- Planned & organized numerous events & workshops in schools and colleges across the country

FREELANCE/CONSULTING EXPERIENCE

Social Media Strategist - The Product House (Web 3 Community)

Feb 2023 – Present

Community Lead - Gerth (Web 3 Community)

Apr 2023 – Dec 2023

Market Researcher - Daily Gong (Stock Trading App)

Jul 2021 – Oct 2021

Consultant - OMEGA (Consulting Wing of TAPMI)

Aug 2016 – Feb 2018

- State Government of Karnataka • Selco Foundation • Manipal Group • 361 Degree Minds • Bombay Stock Exchange (BSE) • Fashion Matrix Oversees (FMO) •

ENTREPRENEURIAL EXPERIENCE

Co-Founder - The Mystic Theory

Jul 2021 - Dec 2021

A Direct-to-Consumer startup selling 100% natural & herbal personal care products

CERTIFICATIONS & FDPs

NPTEL Certifications

- Customer Relationship Management • Strategic Management • Marketing Management I • Marketing Management II • Integrated Marketing Communication • Consumer Behaviour • Marketing Research & Analysis •

Other Certifications

- Design thinking - Cooper Professional Education • Digital Marketing - Udemy • Diploma in e-Business – Alison & Google • Financial Market Expert - NIFM •

Faculty Development Programs (FDPs)

- AI & NLP (Presidency University) • Creative Teaching Techniques (LIBA) • Advancing Teaching Excellence Online (IIM Bangalore) •

PROFESSIONAL MEMBERSHIPS

- Madras Management Association (MMA) • IEEE •

PROFESSIONAL SKILLS

- **Microsoft & Google Office Suite** - Word, Excel, Powerpoint
- **Analytics Tools** - SPSS, Google Analytics
- **Design Tools** - Canva, Adobe Photoshop, Premier Pro, After effects
- **Communication Skills** - English, Tamil, Telugu, Hindi

INTERESTS & HOBBIES

- Public Speaking • YouTube Content Creation • Reading Books • Singing •