

ARJUN SRIDHAR



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Personal and Professional Goals

To shine in every role I undertake through excellence and by carrying my team along with me in the journey to success.	To touch the lives of those who are in need of guidance, support, motivation or just a friendly helping hand.	To obtain financial freedom as a symbol of success and achieve it through ethical means.
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My Fields Of Interest:

Current Focus	Long Term Desire
Marketing Brand Management Media Digital Marketing Social Media Management	Have own branding, marketing and advertising agency Have own sports footwear and apparel brand

My Achievements and Interests:

In Engineering Education	Beyond Text Books	Rendezvous With MBA	Additional Certificates
Annexure I	Annexure II	Annexure III	FBC Diploma (The Football Business Academy, Switzerland) Basics of Canva (Udemy) Social Media Management (Udemy) Graphic Design Theory (Udemy)

Assessment Report By Red Bull Global:

Please see One Page Assessment Report of my strengths at <http://www.arjunsridhar.com/arjun-redbull.pdf>

My Personality Traits:

Cool, uncluttered thinking ability	A natural leader and motivator
Am a versatile writer, predominantly on sports	Computer and Internet savvy
Social Media savvy	Can play a range of musical instruments
Flair for languages. Know English, Hindi and Telugu and understand a bit of Tamil, Malayalam and Kannada	Sociable, good conversationalist but avoid frivolous talk

My Education:

- Completed BTech in Mechanical Engineering (specialized in Automobile Engg) from Jain University, Bengaluru, India. Graduated in June 2018.
- Completed MBA with distinction (majoring in Sports Management) in June 2020. The Programme was conducted jointly by Jain University, Bengaluru, India and MBA-ESG, Paris.

My Work Experience:

Though I do not have formal, paid work experience in an organization, I have been writing and publishing articles for the past five years in my own blog, www.chaiandchill.com. I believe they match professional standards.

Internship at Sportz Village Sportz Village Schools and Sportz Village Foundation with a focus on Digital Marketing. Responsibilities included finding out ways to better communicate on various social media platforms and ways to generate leads on LinkedIn. Another project was to come up with a structure for an interview/one on one talk show series for the media wing of Sportz Village Foundation.

My Web Presence:

www.arjunsridhar.com

www.chaiandchill.com

<https://linkedin.com/in/arjunsridhar>

<https://twitter.com/arjunator54>

ANNEXURE I

Success Stories During My Engineering Education

1. **PATH FINDER ROBOT:** Created the Robot by soldering of the circuit, assembly of all components and programming of the Robot. The project was part of a Program on Robotics at TECHNOSIA 2015 conducted by Sparklab Engineering along with Indian Institute of Technology (IIT), Kanpur.

2. **WINSTINCT** - an innovative multi-functional agricultural machine: Concept, Design, Manufacture and Techno Feasibility of a machine capable of weeding and sowing using mechanical power - something like a heavy-duty lawn mower. The machine is capable of performing farming operations more efficiently and effectively compared to manual labor/cattle. This makes it very economical for small and medium sized farmers. A detailed techno feasibility analysis of WINSTINCT was presented it at INVENTECH 2016 to a panel of investors, technology experts and businessmen. INVENTECH 2016 had over 150 multi-disciplinary teams from all over India. I captained the team and made it to the finals and missed out being the Winner Status by one position.

3. **SKATE BIKE:** Concept and design of a single wheeled bike along with a team of faculty and a classmate. **Patent granted.**

4. **EXHAUST MANIFOLD STUDY:** Study, analysis and working on several parameters of design on Exhaust Manifold to achieve higher operating efficiency and increased power output. It involves modification of the design and selection of best suited materials.

5. **HYPEREUTECTICS:** A deep study and testing of the Machinability of Hypereutectic Aluminium Cast alloys using modifiers and refiners. Performed various machinability tests on them. **Published a Paper in International Journal for Scientific Research and Development.**

6. **MANUFACTURING PROCESSES:** Actively involved in writing and publishing a **Text/Reference Book on the subject of Manufacturing Processes.**

7. **SHAPE MEMORY ALLOYS:** Presented a Paper on Shape Memory Alloys at a National Conference On Current Trends In Materials and Manufacturing Systems (CTMMS-17). The Paper has been selected in the first round of screening by the CTMMS. **The Paper has been accepted for publication in STM National Journal, India.**

8. **SELF LUBRICATING BEARINGS AND CHAINS:** Presently working on Self Lubricating Bearings and Chains. Involves study of their design, test and simulation to find newer applications. **We plan to have it published in an international journal.**

To view my certificates <http://www.arjunsridhar.com/certificates1.htm>

ANNEXURE II

Activities and Success Stories Beyond Text Books

INNOFEST 2016: This is an All Asia Competition that involves participants/entrepreneurs to pitch in their ideas to a panel of global investors. I was the only one to be selected and invited to participate along with my teammate. Even a stall was allotted for display of our invention (WINSTINCT). However, as the event clashed with the final examination of the semester, I could not compete in the event.

NASA TECH BRIEFS: This is an event titled “Create The Future” Design Contest conducted by NASA Tech Briefs, USA. Was shortlisted and invited to participate. But, could not progress due to budgetary limitations.

HAND SOLDERING CONTEST: Participated in Hand Soldering Contest conducted by Electronics & Communications Dept., School of Technology & Engineering, Jain University, Bangalore, India in 2016.

SUPRA SAE: Team Member of **Student Formula (Team Vegi Racers) of SUPRA SAE India 2016**

Student Alumni Coordinator for Dept. of Mechanical Engineering, Jain University. Actively involved in organizing the University’s first ever Alumni Meet (2017).

INFINITY: Was a member of the Marketing Team of INFINITY – the University’s Annual Techno Cultural Fest.

WRITING: Have written articles on various topics such as tennis, football (soccer), cricket, MotoGP, Women Equality. Have published in www.business2community.com, a widely read US based global e-magazine.

Participated in technical and non-technical debates and quizzes.

TENNIS: Awarded Merit Certificate for coming Third in CBSE South Zone Tennis Tournament during schooling

PERSONALITY DEVELOPMENT: Attended a Personality Development Programme from July to August 2016 conducted by i3, a professional training firm.

OWN INITIATIVE: Have learnt a few things on my own – MS Office, Design Software (CATIA, Solid Edge), Analysis Software (ANSYS). But did not obtain certification.

HOBBIES:

- Playing and watching football (soccer), tennis, table tennis, basketball, snooker, cricket, badminton.
- Like reading magazines related to Automobiles, Mechanical and Engineering (emerging technologies)
- Music: Can play the flute, keyboard, harmonium, harmonica, tabla and the guitar (acoustic)
- Have a natural talent and interest in music (composing, singing and instruments), painting and sketching.
- Love road tripping.

To view my certificates <http://www.arjunsridhar.com/certificates2.htm>

ANNEXURE III

Rendezvous with MBA

The MBA programme is jointly conducted by Jain University, Bengaluru, India and MBA-ESG, Paris.

My first year in the two year MBA programme was mainly to absorb basics of business and management concepts. All functions that are pillars of any organization were covered. At the end of the first year, me and a team of my classmates went to Paris on a two week Study Tour.

Covered during the Study Tour to Paris:

Visits to Stade de France, PSG, Parc des Princes, Velodrome St Quentin, DMX track, Insep, U-Arena, Le tremplin and La salle de Sport.

Lectures by industry professionals were held. Speakers were top professionals from companies like Lagardere Sports & Entertainment, PSG, DMX track, Lacoste, LFP(French Soccer League), L'union, Bein Sport, Sport & co, Sport24.com, and Willie Beamen.

(for pictures, please [click here](#))

Projects Handled So Far:

1. Organization Study of Lacoste - Analyzed the global structure of this giant in sportswear.
2. OLYMPIQUE LYONNAIS Football Academy - Prepared a business proposal to set up a Football Academy in Bengaluru, India on behalf of OLYMPIQUE LYONNAIS. Report was sent to the President and Head of International Relations of OLYMPIQUE LYONNAIS Football Club.
3. Consumer Behaviour Survey at NIKE, Bengaluru, India.
4. Carried out a short survey to compare consumer behavior preferences between online and offline purchases for sports goods.
5. Interned as part of the Corporate Sales team for Indian Super League club Bengaluru Football Club.
6. Volunteered for NGO Parikrama Foundation at their Annual Sports Day event.
7. Report on how India can look at the NBA as a model to promote Basketball in the country.
8. Brief market analysis to show why International Motorsport (especially F1 and MotoGP) should enter the Indian market.
9. Conducted a mock product launch for a new product (an energy drink).
10. Conducted a mock product launch for a new sports app that focuses on sports healthcare and nutrition (called SportzAid).
11. Conducted a mock product launch for a new 5-a-side cricket arena/facility (called Gully) to be opened in Bengaluru.
12. Worked on and assisted in presentation introducing the Indian sport of Kabaddi to MBA Sports Management students from Lebanon in Paris, France.
13. Study the layout and visual merchandising of a Puma store in Bengaluru.
14. Attended the semifinals and the finals of the ATP Bengaluru Open 2018 and a boxing tournament conducted by Cult Fitness to study the events from an organization and fan engagement perspective.
15. Project revolving around coming up with a sports brand of my own and present the same with focus on the e-commerce platform, marketing, products, positioning and brand management.
16. Raised funds for NGO Parikrama Foundation for their annual international football tournament, the Parikrama Champions League.
17. Attended a 3-day certificate program conducted by The Football Business Academy, Switzerland, in Mumbai. The program concentrated on Sports Law, Player-Agent-Club-Brand relations, Marketing, Digital Marketing, Brand Management and Sponsorship. The topics were delivered by some of the best in the football industry like Dr. Erkut Sogut LL.M. (agent of Mesut Ozil), Daniel Geey (key sports lawyer in the Glazers takeover of Manchester United), Alfonso Roberes (head of sponsorship and marketing at Real Madrid from 2002-2016), Steven Falk (head of sponsorship and marketing at Manchester United from 2001-2009 and consultant for Chelsea from 2009-2012), and Matthieu Maignal (current head of sponsorship and marketing at Paris St-Germain).
18. Handled a large number of case studies as part of regular curriculum.

Still continuing the exciting journey in the world of sports management.