



GAUTAM MAHAJAN BIOGRAPHY

Gautam Mahajan, President of Customer Value Foundation is the global thought leader in Customer Value and Value Creation. He mentors the Value Creation Alliance, CreatingValue.co and is Editor of the Journal of Creating Value, jcv.sagepub.com. He is helping Value creation centres in Denmark and at U of Maryland, and a Value School in Japan. He is also an inventor with products being used around the world, and has 18 US patents.

Gautam ran businesses for a Fortune 50 company in the USA for 17 years and has developed leaders, CEOs and executives; consulted for Alcoa, DuPont, Continental Can, Reynolds, GE, GTE, ITC, Sealed Air, Azelis, Tatas, Birlas, Godrej, ITC, Toyo-Seikan, Viag, Solvay. He is author of 6 books: Customer Value Investment, Value Dominant Logic, The Value Imperative, Total Customer Value Management and How Creating Customer Value can Make you a Great Executive.

He was President, of the Indo-American Chamber of Commerce, and was Chairman, PlastIndia Committee, Vice President, All India Plastics Manufacturers Association, Trustee Plastics Institute of America. He was a member of the US India think tank. He was Chairman of the US India Economics Relations Forum. Among his honours is a Fellowship from Harvard Business School and Illinois Institute of Technology. He was honoured by the Illinois Institute of Technology with its Distinguished Alumni award in 2001. Recently, he spoke at the Centre for American and International Law in Dallas to an audience of 35 countries on India, and at Berlin in 2006 at the European Fine Chemicals Conference and in 2011 in New York, Akron, Columbus, Denver, Chicago and California. He spoke to CEO's from 26 European companies in 2008. More recently he gave a workshop in Orlando (2012), Kuala Lumpur, San Diego, Vancouver and chaired an IQPC Telecom conference in Munich. He spoke in Singapore, Amsterdam (PPS) and Breda in December, 2015 on creating value and getting a price for it. Other Pricing conference he spoke at is PPS in Orlando and Amsterdam Bangkok, Berlin, Mumbai, Delhi. He was written up in the Wall Street Journal. He also gave the first Distinguished Engineering lecture at Illinois followed by a Distinguished Management lecture. In September 2011, he spent time in the US talking about Indo-US relations and how to improve them. He has given lectures to bankers at the RBI College of Agri Banking. Recent talks have been in San Francisco, Dallas, Austin, London, Berlin (where he chaired a Pricing conference and was a keynote), New York, Boston, Leicester, Kobe, Japan etc. He has lectured at IITs at Madras, Jammu, Mandi, Delhi,

Gandhinagar and abroad for example at Illinois Tech, to faculty, staff, and students in the US, India and Europe. He is the keynote in the November 2020 conference in Japan on Business and Public Policy, He has chaired 3 global conferences on Creating Value. Mr. Mahajan is a graduate of IIT Madras, where he was an Institute Merit Scholar, has a Master's degree in Mechanics and has completed his PhD coursework from the Illinois Institute of Technology, and an MBA from Suffolk University. He can be reached at gautam.mahajan@gmail.com