Webinar on "Charting Careers in Data Science"	
Date: 28th November 2024	Venue: Seminar Hall
Time: 4:00 - 4:30 pm	Event : Webinar
No. of Participant: 100	Event Convener: Dr. Padmalini Singh

Objectives:

- The webinar was designed for faculty and students, the session aimed to provide insights into the strategies and best practices involved in managing key accounts effectively. The program emphasized understanding client needs, fostering long-term business relationships, and implementing data-driven strategies to maximize value for both clients and organizations.

Agenda/Flow of the Event

Resource Person: Rasesh Shah,
Chief Practice Officer- EdTech

A technologist with focus on business outcomes, leading by example, he bring a unique blend of business acumen and technology skills to incubate, and scale capability / delivery teams. Over the past 17 years at Fractal, his journey has been akin to an entrepreneurial venture. He began by leading the Financial Services practice, then moved on to head the Consumer-Packaged Goods (CPG) practice. He established the Big Data and Visualization practice and, as Chief Information Officer, prepared Fractal for scale by implementing essential systems and processes. Currently, He is leading Fractal's EdTech business Fractal Analytics Academy (FAA) as its Chief Practice Officer. FAA supports the learning needs of Fractal employees and external clients, offering programs in technical skills, consulting and business capabilities, to meet development needs across all levels globally.

He is a lifelong learner and passionate about imparting knowledge. I am a Professor of Practice at Father Conceicao Rodrigues College of Engineering, Bandra on weekends and I have launched a course 'Generative AI for Business - A Leaders' Handbook' on Coursera. He believes that the vibrant start-up ecosystem in India holds great potential to transform our country in the next ten / fifteen years. He is also a Mentor in NSRCEL of IIM-Bangalore for the newly launched incubation programme for the AI sector.

Photo with description

Mr. Rashesh Shah began the session with an engaging introduction to the evolving landscape of key account management (KAM) and its critical role in driving organizational success. He provided real-world context by explaining how KAM differs from general sales practices, focusing on its strategic approach to managing high-value clients. Through a blend of theoretical insights and practical examples, he illustrated the growing importance of nurturing key accounts to ensure long-term partnerships and sustainable growth.Mr. Shah provided a clear overview of what constitutes a "key account" and the criteria for identifying such accounts. He delved into the skills required for effective key account management, such as relationship-building, strategic thinking, and problem-solving. Participants were encouraged to view KAM not just as a sales function but as a holistic strategy that aligns with organizational goals.using case studies and real-world scenarios, Mr. Shah outlined key strategies for managing high-value clients. These included mapping client needs, creating tailored value propositions, and leveraging technology for data-driven decision-making. He emphasized the importance of active listening, personalized engagement, and collaborative problem-solving to strengthen client relationships. The session also highlighted the significance of measuring performance through key account plans and metrics to ensure alignment with client expectations.Mr. Shah introduced participants to frameworks and tools used in KAM, such as account segmentation, customer relationship management (CRM) systems, and analytics. He demonstrated how these tools can be effectively used to gather insights, track progress, and adapt strategies to dynamic client needs. Attendees were encouraged to adopt a proactive approach to innovation, constantly seeking ways to enhance the client experience.Mr. Shah's delivery was interactive and dynamic, combining lectures with visual aids such as slides, charts, and case studies to simplify complex concepts. The session included live polls and Q&A segments, allowing participants to actively engage and share their perspectives. Practical exercises, such as drafting a basic key account plan, provided attendees with hands-on experience in applying the concepts discussed.

Feedback & Coordinator Comment:

The webinar received overwhelmingly positive feedback, with participants praising Mr. Shah's ability to break down complex strategies into actionable insights. Faculty and professionals appreciated the depth of content and its immediate applicability, while students found the practical exercises particularly valuable for gaining a real-world understanding of KAM. Many attendees expressed their intention to enroll in the course to deepen their knowledge and skills further.

The session successfully introduced participants to the essentials of key account management, equipping them with foundational knowledge and tools to excel in this strategic area. Mr. Shah's expertise and engaging teaching style left participants inspired to implement KAM practices in their respective fields.

Event Convener: Dr. Purushottam Bung

Director

Program Coordinator-

Padmalini