



## September 2014

# Alumnus of the Month

This edition of the Alumnus of the Month Column features Mr. Girish Neelamana of the 1996-98 batch. Mr. Girish Neelemana is currently the Group Head, Marketing and Sales, Mahavir Group managing sales and operations for Mercedes-Benz, Porsche, Skoda and Isuzu in Telengana and Andhra. Graduating from LIBA in 1998, he worked for Hyundai Motors India Limited for 4 years. He was a part of the launch team for Santro, Accent and Sonata. Later he joined Kia Motors (Saud Bahwan Group, Muscat) handling their Sales and Marketing Operations in Middle East, Africa, CIS, South East Asia and Persian Gulf.

He received accolades for being the best marketing and sales executive in Hyundai. He was also part of the 'Vision – 21', a global initiative by Hyundai-Kia group, envisaging scaling up the company to the next level of customer satisfaction and growth. He has also worked on tenders with United Nations, NATO and World Bank for various projects in developing and under developed countries. Despite all these achievements Girish chooses to stay humble and grounded. He mentioned, "Achievements will happen if you take the right decisions and try to learn from your wrong

ones and that is what you get to learn at LIBA."

According to him, his days at LIBA have always been special, being mentored by some of the finest professors and tutors. When asked about the most important take away from LIBA, he said, "It is just not one take away; it's who I am today that I owe to LIBA." Turning nostalgic, he spoke about his most cherished moments at



LIBA. The one which remains close to his heart was being part of the debut Chrysalis Team.

He visited the campus recently for the Alumni meet, and was really happy about LIBA's growth in terms of facilities and infrastructure. He hoped that in the near future LIBA would be ranked among the top 5 B-Schools in India. Throwing light on the current business scenario, he says that the Corporate World is ruthless and competitive and to be successful, one has to handle the challenges with confidence. LIBA has given him that confidence to handle the most complex challenges, and the mettle to take right and timely

decisions.

He urged the students to believe in their abilities, have a confident and positive outlook and the right attitude. He also stressed on maintaining a healthy work-life balance. As a piece of advice to the current batch of students, he suggested they make the best use of their post-graduation days, as the theories and principles they learn today would help them climb their professional ladder, assisting them make a mark in their career. He mentioned that the students should utilize their opportunity of being trained under the finest mentors.

It is a matter of pride for all of us at LIBA to have such eminent personalities like Mr. Girish Neelemana, who keeps the LIBA banner soaring high!