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## **Professional Experience**

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### Teaching

- 2007 – **COLUMBIA BUSINESS SCHOOL** **New York, NY**  
*Professor of Practice*
- Teach MBA and Executive MBA courses in Personal Leadership and Driving Strategic Impact
  - Launched Columbia's first executive education online courses – Personal Leadership (Online) and Driving Strategic Impact (Online)
  - Received EMBA Commitment to Excellence Award, Dean's Award for Teaching Excellence, Most Dynamic & Engaging Professor Award by Marketing Association of Columbia, Lear Award for Commitment to Students
  - Wrote articles on Personal Leadership for Inc and Fortune magazines. Research and teaching on Personal Leadership also received coverage in Psychology Today, Financial Times and BBC.
  - Appointed Columbia Business School's first Director of E-Learning
  - Faculty Director/Instructor on India tours by MBA and Executive MBA students
  - Worked with Dean to forge partnership between CBS and India's top business school, IIM-Ahmedabad
  - Supported student events and initiatives by giving talks and participating in panels relating to Leadership, the Consulting Profession, Public Speaking, and India.
- 2003 – 2006 *Contract Professor, Marketing Division*
- Taught core and elective MBA and Executive MBA courses in Marketing Strategy, Managing Marketing Programs, Pricing Strategies, Marketing Channels and Strategy/Marketing Consulting Skills.
- 2005 – *Faculty Director, Columbia Business School Executive Education* **New York, NY**
- Faculty Director for 3-day Columbia Executive Education programs on Personal Leadership & Success and (formerly) Driving Strategic Impact
  - Also teach Columbia Executive Education sessions including AMP (Advanced Management Program.)
- 2004 –2006 **WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA** **New York, NY**  
*Adjunct Professor, Marketing*
- Taught MBA courses on Marketing Channels and Strategy Consulting Skills

### Outside Activities

- 2011 – **MENTORA INSTITUTE** (*formerly Institute for Personal Leadership*) **New York, NY**  
*Founder, CEO*
- Launched a leadership training organization focused on training individuals and organizations on the science of self, science of people and science of strategy.
  - Launched pioneering online programs on Personal Leadership and Driving Strategic Impact in partnership with Columbia, focused on individuals and organizations.
  - Delivered a range of keynote speeches, executive sessions and workshops on Leadership for top-teams at Kraft Heinz, Accenture, Morgan Stanley, GE, Citibank, HPE, Unilever, IEEE, S&P, Bayer, Godrej Group, Estee Lauder, SAP, National Geographic Foundation, Deutsche Bank, leading hedge funds, and Aditya Birla Group.
- 2002 – 2013 **DELPHINITY** (*Innovation consulting firm*) **New York, NY**  
*Founder, President*
- Delphinity was merged into the Institute for Personal Leadership in Spring 2014.
  - Developed a Disciplined Innovation methodology and capability-building program for training commercial teams.
  - Implemented the methodology and training to enable innovation in pharma sales and marketing at a major pharmaceutical company.
  - Developed and commercialized a digital platform for conducting rapid low-cost marketing experiments
- Other
- 1999 – 2002 **PARAMARK, INC.** (Marketing optimization technology) **Palo Alto, CA**  
*Founder & CEO*
- Developed new statistical methodologies for automated real-time testing and optimization of marketing variables within digital channels
  - Raised \$10 million in venture capital
  - Hired talented team of 25 professionals including several Harvard/MIT/Stanford Ph.D.s in quantitative disciplines and Microsoft engineers
  - Created strategic customer relationships with three leading financial services companies involving over \$1.5 million in annual revenue commitments
  - Invited speaker at industry events and sought by industry press for perspectives on online marketing trends
  - Company selected as Top 100 Internet Technology Companies (VentureWire) in 2001 and 2002. Gained top-rating in marketing optimization from Forrester Research (2001). Company was sold in 2002 to an emarketing services firm.
- 2003 – *Independent Consulting &*  
*Coaching Engagements* **New York, NY**
- Coached CEO of \$4 billion real estate/construction firm on strategic leadership skills
  - Defined a range of pricing, sales and positioning strategies to address competitive and margin pressures for a Fortune 500 business equipment manufacturer.
  - Developed product and pricing strategy for a \$300 million desktop software company and assessed key drivers of market adoption
  - Developed strategies to accelerate the migration of a financial service co.'s 20 million+ credit card customer base from offline (paper statements, call center) to online (online banking, email) channels

- 1996 – 1999      **MCKINSEY & CO.**      **Washington, D.C. & Chicago, IL**  
*Associate (1996-98), Engagement Manager (1998-99)*
- Counseled senior executives on a range of strategic and marketing issues, including growth, pricing, marketing effectiveness, customer segmentation, profitability improvement, product/market focus, product launch and channel/account management
  - Clients included Fortune 500 corporations in the retail, consumer goods, financial services, life sciences and electric utility industries
- 1992 – 1994      **APPLIED DECISION ANALYSIS, INC.**      **Menlo Park, CA**  
*Senior Associate ('93-'94), Associate ('92-93)*
- Provided quantitative model-based decision consulting to Fortune 500 corporations in the automotive, electric utility and hi-tech industries.
  - Guided clients on product design, portfolio positioning , demand forecasting, pricing and product launch based on consumer response models (conjoint analysis, discrete choice, dynamic) and quantitative research data.
  - Developed and successfully deployed innovative quantitative marketing technologies in the area of product portfolio optimization, pricing optimization and information-based market segmentation.

## **Education**

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- 1990-92, 94-96      **MASSACHUSETTS INSTITUTE OF TECHNOLOGY**      Cambridge, MA  
*Ph.D. in Management Science, Sloan School of Management*
- Doctoral research focused on optimizing pricing/markdown decisions for retail products with seasonal demand patterns. Advisor: Prof. Gabriel Bitran.
  - Taught classes on quantitative analysis and decision-making in Sloan's MBA and Senior Executives programs
  - Served as faculty guide for South-east Asian tour of government and business organizations with mid-career executives participating in Sloan Fellows program
- 1990 – 1992      *M.B.A., Sloan School of Management*
- Majored in Management Science.
- 1985 – 1988      **ST. STEPHENS COLLEGE, UNIVERSITY OF DELHI**      New Delhi, India  
*B.A. (Honors) Mathematics*
- Stood 1<sup>st</sup> in University of Delhi (Gold Medal)
  - Elected Member of Students' Council (1985-88), and Secretary, Students' Union (1987)
  - Secretary, Mathematics Society, 1987-88
  - Writer for college journal, *The Stephanian*