



CHRIS M JAYACHANDRAN

India's First Neurobranding® Consultant and Trainer, Developmental Psychologist, Experiential Educator adept in Research and Analysis of GenAI for different use cases and in Business Analysis, Project Management, International Business Development; a Persuasive Communicator, an Enthusiast of Data Analytics, Machine Learning and AI Applications; developer of the World's First Four Step Framework for Neurobranding® REAP® Reflect }- Effect }- Affect }- Perfect®

12 years of IT Industry Experience

Totally 12 years of consulting experience in the North American IT Industry donning versatile roles such as Business Analyst, Project Manager, and Business Development Leader with the last corporate assignment being DIRECTOR – SALES AND BUSINESS DEVELOPMENT for a Michigan (USA) based IT MNC. Worked during US timings for gaining experience without affecting college working hours during the daytime (IST).

16 years of Teaching Experience

JUNE 2005 TO AUGUST 2020

15 Years of service at the Department of Computer Science (MCA), Loyola College (Autonomous), Chennai – 600 034

JUNE 2004 TO APRIL 2005

1 Year of service at the Department of Computer Science, Guru Nanak College (Autonomous), Chennai – 600 042

Administrative / Key positions held at Loyola College, CH-34

Coordinator for Co-curricular Activities – Shift II (2 years), Member of the Dean's Consultative Staff Committee (2 years), Member of Loyola College Building Committee – Representative from Shift II (3 years), Coordinator – Youth Red Cross for Shift II (2 Years) Member of the Extended IQAC (7 years)

Core Competencies

Design Thinking, Analytics, Machine Learning, Data Science, UX/UI Development, Web Development, Digital Marketing, Image Consulting, Business Communication, Entrepreneurship, Advertising and Salesmanship, Organizational Behavior, Intellectual Property Rights Management, and Start-up Consulting

Key Skills

Excellent Team Player with results-driving communication skills, ability to mentor, and coach, proven skill sets to collaborate with different stakeholders for completing mission critical tasks, prudence to start with 'why' and turn things around by helping others collaborate with 'how'

Education

MCA (Loyola College, Chennai), **M.Phil** (Comp. Sci.), **M.Sc** (Psy), **M.Sc** (Vis.Com), **DWAP**, **PhD** (In pursuit - Thesis due), **MicroMasters® in Design Thinking** (Rochester Institute of Technology, New York)

Certifications

Machine Learning (NPTEL & IIT-M), **Data Science** (NPTEL & IIT-M) **Consumer Neuroscience and Neuromarketing** (Copenhagen Business School, Denmark) **Social Media Marketing** (Facebook Corporation) **Agile Scrum Master**, **US Consulting and Sales Processes**, **NLP** (NFNLP, USA), **Virtual Classroom Teacher** (Classle SKILLNET & Chennai Chapters of CSI, ACM, and IEEE) **ISO 9001:2008 QMS**, **Lean Practices**, **Lean Six Sigma Black Belt**, **Project Management** (MSME DI, Govt. of India)

7 Awards & 2 Recognitions

3 Best Research Papers Awards
2 Awards in National-level Events
1 Award in State-level Event
1 Award in India's largest students' cultural fest

UGC Research Project & 19 Publications

One Minor Research Project (Research funded by UGC- University Grants Commission, Government. of India)

19 Publications in Peer reviewed Journals (including Harvard Business Review, IEEE, Springer, Scopus-indexed, UGC CARE, International and National Conference Proceedings)

