



# NEERAJ BAJ

## Overview

- 15+ years of experience in B2B and B2C sales and marketing.
- Experiential learning facilitator with 5+ years of experience.
- Facilitated 100+ workshops with 3000+ participants.
- Adept at designing, delivering, and customizing training programs tailored to organizational needs.
- Deeply passionate about learning and development, committed to fostering engaging, inclusive, and safe spaces for all learners.
- Meditation and yoga practitioner; teacher at the Art of Living Foundation.

## Areas of Expertise

- Leadership Development & Facilitation
- Development Marketing
- Blended Learning Solution
- Corporate Social Responsibility (CSR)
- Sales Capability

## Key Facilitation Experiences

- Facilitated "Critical Thinking" workshop for the GTech Professional Services leadership team at Google.
- "Building High Performing Teams" leadership workshops for CGI, ST Telemedia, and IOCL.
- Leadership Development Journeys encompassing workshops on "Conflict Management, Strategic Thinking, and Influence Without Authority" for multiple global organizations.
- "Agile Mindset Program" as part of the Leadership Academy for Coca-Cola.
- "Campus- to-Corporate Program" to onboard 300+ new joiners for IOCL, Providence, and others.
- Workshops on "Competitive Decision Making" and "Negotiation Skills" for IOCL.

- Designed and delivered “Holistic Wellness Program” for varied industries.
- Keynote on “Discover Your Creativity” for Airtel.

## Sectors Served

- FMCG
- IT-ITES
- Consulting
- Healthcare
- BFSI
- PSU
- Manufacturing

## Clientele



## Certification and Education

- American Heart Association (AHA) Certified
- Certified Trainer in DiSC Profile Assessment
- Certified Knolskape Simulations Facilitator
- Parivarthan- Interpersonal Communication and Listening Skills
- Gnowbe- Anytime, Anywhere Content Design
- ITAA - Transactional Analysis 101
- Art of Living- Happiness Program Teacher
- MBA (Marketing) - SCMHRD, Pune



# Business Experience

## Associate Director, Client Advisory

FocusU Engage India | 2019- Present

- Partnering with stakeholders to design and develop customized learning programs and journeys that align with their organizational goals.
- Developing and implementing strategies to enhance client engagement and retention.

## Senior Marketing Manager, Consumables

Amazon India | 2017-2019

- Conceptualized and executed marketing campaigns and events, aligning with brand objectives and customer preferences.
- Developed customer acquisition and retention strategies, contributing to the expansion and sustainability of market share.

## Deputy General Manager, Marketing

Godrej Consumer Products Limited | 2014-2017

- Held P&L and brand strategy responsibilities for Godrej Expert Hair Colors, driving revenue growth and market share expansion.
- Spearheaded new product development initiatives, from ideation to market launch, leveraging consumer insights and market trends for innovation.

# Publications

- [Is your behavioral strength becoming your limitation?](#)
- [Critical thinking and assumptions](#)
- [A sense of humor is needed armour](#)

# Testimonials



I would like to extend a heartfelt THANK YOU! The webinar titled “Discover your Creativity” conducted by you was highly enriching and effective. We had around 300 unique participants joining across India & Srilanka. All thanks to you for organizing and conducting a great webinar. The feedback was very encouraging. The participants had many questions that you answered with patience. We would be more than happy to have another session in the future with you. Many thanks for sharing the reference material with our employees.

**-Anusha Rahinwal**  
Learning & Development Partner | Bharti Airtel Ltd.



It was a remarkable event that had learning embedded in the fun. It was great to see people engaging at every level to achieve the final goal.

I will also take this opportunity to thank Neeraj, who has been a pillar of support for us. We had ups and downs during the entire engagement (of four months!!). However, the way he carried the relationship to a great and positive end was highly professional. Thanks for all the great work and continuous support. We will look for more opportunities to collaborate with FocusU.

**-Vaibhav Pandey**  
Capgemini, India.

# The FocusU Footprint



Creating impact through learning since 2010



Backed by our unconditional promise: Happy or Free



Original proprietary content based on the latest in behavioral science



Trusted by customers across geographies



## About Us

FocusU Engage is one of India's leading names in the field of learning and OD interventions. The inspiration behind FocusU is a quote from Walt Disney: "Laughter is no enemy to learning".

"To enable people & teams be more through meaningful learning."

This is the mission that has driven us over the years and made us a name that L&D stakeholders across more than a 900+ corporates place their faith on to deliver every single time.

We solve two big problems for our clients.

- Learner engagement: When a learning intervention is not customised, learners are not engaged.
- Application of learning: Without learning transfer, investments on training deliver very less ROI.

We believe one size never fits all. Hence for each engagement, we take time to understand the need deeply. We ask a lot of questions and at times push back against what we think are unrealistic expectations from a training program. But eventually this helps our clients and us arrive at a shared understanding on how we can create tangible impact for the business. Only then do we proceed to designing the learning intervention. And we own it end-to-end in terms of content, delivery, communication and program management.

Our learner-centricity is not an empty promise. We have backed it up from our founding days more than a decade and a half ago, with an unconditional promise to our customers that we call, "Happy or Free."

Every year, we conduct around 1000+ learning workshops – that touch the lives of over 40,000 employees. As our tagline says, we hope to inspire each person we touch to #BeMore.



To know more about us, drop in at: [www.focusu.com](http://www.focusu.com)

We are a very friendly bunch, so do feel free to reach out to us through:

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