

Ajay K. Sirsi, PhD

Professor, Author, Consultant



Ajay K. Sirsi is President & CEO of Mentor Solutions Group Inc. and a Marketing Professor at the Schulich School of Business, York University, where he teaches Strategic Market Planning, Marketing Management, Strategic Professional Selling, and Marketing Research in the MBA and BBA programs. He teaches executive management classes in B2B Marketing, Branding, Marketing Management, Marketing Communications, Pricing Strategy, and Marketing Strategy and Sales Execution in the Executive Development Program at the business school.

Ajay has an extensive global consulting practice in which he works with executives on a range of marketing and sales issues.

Author - Ajay has written the following books on Marketing and Sales Strategy:

- Customer Segmentation (manuscript stage)
- *Marketing: A Roadmap To Success*
- *A Manual for Instructors for Marketing A Roadmap to Success*
- *Marketing Led – Sales Driven: How Successful Businesses Use the Power of Marketing Plans and Sales Execution to Win in the Marketplace*
- *Marketing: Real People, Real Decisions*

Ajay is the author of many articles which have appeared in prominent academic and practitioner journals such as the *Journal of Consumer Research*, *Canadian Journal of Marketing Research*, the *Journal of Health Care Marketing*, the *Journal of Hospital Marketing*, the *Journal of Professional Services Marketing*, and *Marketing* magazine. He is a recipient of the prestigious Robert Ferber Award and the award for best article published in the *Journal of Consumer Research*. Dr. Sirsi has also presented his work at numerous international conferences.

Consultant - Ajay has undertaken both **consulting** and **training** for FT Global 500 corporations in the United States, Canada, Bermuda, Brazil, China, France, Germany, India, Japan and Korea in the areas of developing business and marketing strategy, sales execution, developing and implementing customer value, building brand identity/equity, building corporate brands, building differentiation strategies, pricing strategies, customer needs assessment, customer satisfaction and service quality, strategic planning for services, new product development, segmentation and product positioning, and sales training.

A sample list of consulting clients:

- Baxter
- Bürkert Fluid Control Systems
- Corma
- International Paper
- Manulife Financial
- Purolator
- Royal Bank
- StarTech.com
- Telus
- Tetra Pak

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