



# YASH MAHENDRA JOSHI

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India SME Forum

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*M.Sc Management graduate (Distinction holder) from Cass Business School in the UK, with significant research experience. Currently working for one of the largest non-profit Institutions for SME development and growth in India - proficient at writing reports, designing presentations, executing surveys, and statistical analysis. Strong subject knowledge in Finance, Quantitative Research, Marketing, and entrepreneurship.*

## EXPERIENCE

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### India SME Forum

*January 2018 - Present (6 months)*

#### Entrepreneurship Network Development Manager

- 1) Planning & Conducting Surveys and Reports on MSMEs Industry
- 2) Responsible for Aligning Chapter Operations of ISF, and creating presentations on any events held.
- 3) International communication with delegates for International SME Convention
- 4) Creating proposals for international partnerships and entrepreneurship network development in India

### Swiss Hiking

*October 2016 - October 2017 (1 year)*

#### Project Manager

Co-founded and managed my first start-up in Switzerland and India.

Financial analysis, website development ([www.swisshike.com](http://www.swisshike.com)), client targeting, marketing methods, and execution of tours. Development of ION21 system for fair-play decision making (currently under patent)

### Craft of Communication

*February 2016 - July 2016 (6 months)*

#### CRM Data Analyst

Gathered, segregated and analyzed data on Excel spreadsheets for Customer Relationship Management project, after extracting relevant information from numerous databases. Also data verification and analysis to help segregate key data points and contacts effectively.

### Cass Business School

*September 2013- Sept. 2014 (1 year)*

#### Marketing Research Assistant (Industrial Placement)

- 1) Worked with various market research databases to gather, analyze, and interpret marketing data and materials for different marketing projects and case studies.
- 2) Worked on Cass social media strategy on Twitter and LinkedIn for the M.Sc office
- 3) Worked with different b2b stakeholders on a Return On Investment research project for the events industry.
- 4) Questionnaire design and administration for a marketing project

### Learning Development Centre at City, University of London

*July 2013 - September 2013 (3 months)*

#### Research Assistant in Information Technology

- 1) Part of a team that improved student learning outcomes through testing & implementing revision boosters on Moodle, a virtual learning platform.

- 2) Used feedback to improve the course structure via personalisation of learning materials.
- 3) Research paper and conference presentation presented in the following year.

## EDUCATION

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### Cass Business School

2011 - 2015

#### Bachelor's Degree, B.Sc MANAGEMENT SCIENCE

420 Credits. 1st Class Honours /Distinction. Top 10% of cohort.

Worked in multi-cultural teams, overcoming cultural and language barriers to achieve strong results in Economics, IT for Business, Financial management, Operations management, Business Modelling and Simulation, Systems Thinking, Decision Analysis & Forecasting, Business Statistics, Consumer Behavior, Virtual Organizations etc.

Had rigorous data-oriented applications in course of study, to apply to various decision-making problems in fields of management and business information systems.

Dissertation' under Professor V-W Mitchell (Distinction – 72%). Towards a better understanding of value at Business Networking Events.

Cass Undergraduate Scholarship (2013, 2015) for excellent academic performance. Awarded membership to Beta Gamma Sigma Honour Society (2015).

Founder & President of City University's Kung Fu Society (2012 - 2014).

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### Cass Business School

2015 - 2016

#### Master's Degree, M.Sc in Management (Science),

Scientific decision-making approaches explored in subjects like Operational Risk Management, Accounting & Finance, Business Economics, Consulting, Strategic Analysis, Supply Chain Management, Entrepreneurship (205 Credits.)

Topped the cohort in Quantitative Methods (CW), Leadership & Change, & Global Strategy. Dissertation: "Developing an index to measure procurement risk exposure", 69.5%, Supervised by Dr B.G.Son and Dr Joerg Ries.

## PUBLICATIONS

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### To study or not to study marketing - Marketing for the Curious (Chapter 8)

August 2015

#### The Curious Academic Publishing;

Co-written with top professors including from the Cornell University, Columbia University, Northwestern University, Indiana University, City University of London, and Concordia University, this book focuses on all the reasons why marketing should be pursued as a subject of choice for both education and career prospects.

See: [https://www.amazon.co.uk/gp/product/B00QZIQ5MI?\\*Version\\*=1&\\*entries\\*=0](https://www.amazon.co.uk/gp/product/B00QZIQ5MI?*Version*=1&*entries*=0)

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### Possible approaches to personalisation at Cass Business School

2014

#### Learning at City Journal

<http://openaccess.city.ac.uk/3250/> Learning at City Journal, 4(1), pp. 69-93.