

PROFESSIONAL PROFILE: AYAN BANERJI



BUSINESS PERFORMANCE COACH | LEADERSHIP FACILITATOR | LEARNING & DEVELOPMENT STRATEGIST

◆ CAREER SUMMARY

Ayan Banerji is a seasoned Business Coach and L&D Facilitator with over **30 years of cross-industry experience**, delivering measurable impact through **Sales Leadership Development, Strategic Talent Transformation, and Behavioural Change Interventions**.

With a proven record of building high-performing teams across **Engineering, BFSI, and Corporate Learning**, Ayan has facilitated **over 50,000 Learner Days** for **200+ corporates and vocational institutes** across **India and Southeast Asia**.

◆ CORE EXPERTISE

- **Leadership & Executive Coaching** (ICF ACC – in progress, Certified by NHRDN & CTT Mumbai)
- **Sales Excellence & High-Impact Business Negotiation**
- **Consultative Selling & Key Account Management**
- **Risk Management & Fraud Control** (Certified by LOMA, USA)
- **Financial Planning** (Certified by Financial Planning Standards Board, India)
- **Behavioural Training & Psychometric Profiling**
- **Outbound & Experiential Learning Programs**
- **Competency Mapping & Capability Assessment**

◆ INDUSTRIES SERVED

Automobile | Cement | BFSI | NBFC | FMCG | Telecom | Pharmaceuticals | Engineering | IT / ITES | Petrochemicals | Construction | Energy | Vocational Education

◆ TRAINING FOOTPRINT

COUNTRIES WORKED & TRAINED IN:

India | Bangladesh | Singapore | Philippines | Thailand | Nepal | Argentina | Mexico

KEY TOPICS DELIVERED:

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| • Leading & Managing in the 21st Century | • High Impact Business Negotiation |
| • High-Impact Sales Team Development | • Effective Business Communication |
| • Risk Management & Fraud Control | • Creative Problem Solving |
| • CRM in a Digital Era | • Managerial Decision Making |
| • SPIN Selling Sales Channel Strategy | • Managerial Development |

◆ SELECT CLIENTS SERVED IN INDIA

Banking & Financial Services: HDFC Bank, Axis Bank, Yes Bank, Peerless Group

FMCG & Retail: Coca-Cola, HUL, Britannia, Emami, CavinKare

Industrial & Manufacturing: Godrej & Boyce, Berger Paints, Ultratech Cement, Bharat Petroleum, IOCL

Telecom: Airtel, Aircel, Vodafone, Reliance, Uninor

Management Consultancy Firms: PwC, KPMG, Deloitte, Grant Thornton

◆ CERTIFICATIONS & PROFESSIONAL QUALIFICATIONS

- **Fellow – Life Management Institute (LOMA, USA)**
- Associate – Financial Planning (FPSB, India)
- Certified Life Coach (NHRDN & Coach to Transform)
- SPIN Selling Skills (Huthwaite, UK / NIS Sparta)
- Certified in Modern HR Practices (NIPM)
- Experiential Learning (Eagles' Flight, Canada)
- Licentiate – Insurance Institute of India
- Risk & Fraud Management (LOMA, USA)

◆ ACADEMIC BACKGROUND

B.E. Mechanical Engineering Jadavpur University, Kolkata, India

◆ Professional Memberships

- National HRD Network (NHRDN)
- All India Management Association (AIMA)
- Indian Society for Training & Development (ISTD)
- Institution of Engineers India
- L&D Global Multicity
- Calcutta Management Association

◆ CURRENT ENGAGEMENT

Working as an Independent Business Coach and L&D Facilitator, enabling organizations to exceed their business goals by enhancing role-based competencies and leadership capabilities across levels.

◆ WEBINARS & PUBLIC ENGAGEMENTS

Ayan anchors panel discussions and webinars across international platforms, speaking on Leadership, Workforce Readiness, Organizational Development, and Socio-Economic Transformation.

💬 ***“Growing old is mandatory, growing up is optional.”***

Ayan believes in inspiring growth with purpose, humour, and high standards of excellence.