

Prof. Amol Vijay Muley

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Overview

Recipient- 'National Award For Leadership In Educational Excellence-2011' by IEDRA, New Delhi

Founder Director- Liberation Coaches Pvt. Ltd.

Founder Trustee- Liberation Education Trust

Dean- Liberation Business School

Business Coach- Business Owners & their successors

Corporate Trainer- More than 150 companies

Visiting Faculty- Leading Management Institutes

Work in Brief

As Founder Director- Liberation Coaches Pvt. Ltd

Amol is currently the Director of Liberation Coaches Pvt. Ltd. (www.liberationcoaches.com), an organization that specializes in Management Consultancy and Customized Training Solutions. He founded this company alongwith Prof. Vijayalakshmi Suvarna on the 4th of April 2006. Under his and Prof. Vijaya's leadership, Liberation Coaches Pvt. Ltd. has established itself as an organization of repute with more than 500 repeat clients including some of India's finest companies. Today, the company has more than 50 trainers on its panel and provides corporate training services across the length and breadth of India. He heads the Business Development and Corporate Training Division of Liberation Coaches Pvt. Ltd.

Work in Brief

As Founder Trustee- Liberation Education Trust

Liberation Education Trust is a not-for-profit organization dedicated to the field of education. The trust offers educational programs in humanities, management, science and engineering. The trust especially provides opportunities to students from the rural and backward parts of the country. The trust aims to provide vocational education to the rural lot of India.

Work in Brief
As Dean- Liberation Business School

Liberation Business School is a new-age business school with focus on the all-round development of students. With a state-of-the-art campus at Malad (West) in Mumbai, LBS is revolutionizing management education. LBS offers world-class full-time and part-time MBA Programs. Amol is the Dean- Admissions and the Strategic Business Head at Liberation Business School.

Work in Brief
As Corporate Trainer to more than 150 companies

Amol has trained more than 50,000 professionals from more than 150 different organizations. He specializes in conducting the following training programs-

- Train-the-trainer programs
- Leadership
- Change and change management
- Selling Skills and Sales Management
- Key Accounts Management
- Negotiation Skills
- Entrepreneurship
- Customer Service Management
- Teamwork
- Motivational Training Workshops
- Change Management etc.....

Amol has trained/ regularly trains following companies (and many more):

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|--|--|
| <ul style="list-style-type: none"> • Mahindra and Mahindra Automotives Ltd. • Mahindra Navistar Automotives Ltd. • Union Bank of India (A Govt. of India enterprise) • U.P. Rajya Vidyut Utpadan Nigam Ltd. (A Govt. of UP enterprise) • Inorbit Malls Ltd • Transocean • Asian Tiles Ltd. • Rustomjee Group • Essar Steel Ltd. • Sirmaxo Chemicals Pvt. Ltd. • NKP Pharma Machinerics Pvt. Ltd. • Excel Tubes Pvt. Ltd. • Rotary Club (a non-profit NGO) • OTIS Elevators | <ul style="list-style-type: none"> • Photokina Chemicals Pvt. Ltd. • Applied Biosciences Pvt. Ltd. • Sarita Die Works Pvt. Ltd. • Mitsuchem Pvt. Ltd. • LIC of India • Aakruti Constructions Pvt. Ltd. • Tata Motors India Ltd • Skoda Auto India Ltd • Simtek Medico-systems Pvt. Ltd. • Naik Wealth Pvt. Ltd. • Orbit Financial Services Pvt. Ltd. • Laghu Udyog Bharati (National association of small & medium scale businesses) • Crime Branch- Mumbai Police • TCI Hi-ways Pvt. Ltd. • Akhil Bharatiya Kutchh-Kadwa Patidar Samaaj (Organization of Gujarati businessmen) |
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Work in Brief
As Business Coach to Business Owners & their Successors

As a Business Coach, Amol has helped hundreds of Business Owners take their business to the next level. His profound understanding of entrepreneurs and his own stint as an entrepreneur has been of immense help to all his clients. Prof. Amol & Prof. Vijaya have undertaken a lot of original research relating to family businesses. Noteworthy amongst these are-

- a. Leadership challenges in family businesses
- b. Succession Planning in family businesses.

Amol has coached/ regularly coaches Owners of following companies (and many more):

| | |
|---|---|
| <ul style="list-style-type: none"> • Asian Tiles Ltd. • Sirmaxo Chemicals Pvt. Ltd. • NKP Pharma Machineries Pvt. Ltd. • Excel Tubes Pvt. Ltd. • Applied Biosciences Pvt. Ltd. • Sarita Die Works Pvt. Ltd. • Mitsuchem Pvt. Ltd. • Simtek Medico-systems Pvt. Ltd. • TCI Hi-ways Pvt. Ltd. • Tejal Real Estate Pvt. Ltd. | <ul style="list-style-type: none"> • TSA Process Equipments Pvt. Ltd. • Sanjeev Flexipack Pvt. Ltd. • G-tech Solutions Pvt. Ltd. • Meghdoot Refrigeration Pvt. Ltd. • Technospecialty Chemicals • Amit Cellulose Products • Shayona Drilling Engineers Pvt. Ltd. • Laxmi Nutrition Pvt. Ltd. • Supreme Transport Solutions Pvt. Ltd. |
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Work in Brief
As Visiting Faculty with Leading Management Institutes

| Institute & Subject | Class |
|--|-----------------------|
| Liberation Business School- Mumbai | |
| Sales Management | MBA |
| Marketing Management | MBA |
| NMIMS University, Mumbai | |
| Negotiation Skills | MBA (Family Business) |
| Strategic Management | PGDBM |
| Consumer Behavior | PGDBM |
| Change Management | PGD-HRM |
| Competencies of HR Professionals | MBA (Part-time) |
| Product Management | PGD-MM |
| Annamalai University- Mumbai | |
| Marketing Management | MBA |
| Entrepreneurship and Small Business Management | BBA |
| Amity University- Mumbai | |
| Production & Operations Management | MBA |
| RVS-KVK Management Institute- Trichy | |
| Power MBA | MBA |

Research and Publications

| Research Work | Year | Brief Description |
|---|-------------|---|
| Liberation Coaches Model of Leadership and People Development | 2006 | A 60 page research paper that emerged out of interacting with hundreds of successful leaders and studying their behavior patterns. The model is extremely useful for leaders managing frontline teams. |
| Genext | 2007 | An intense 30-hour workshop for adolescents between the ages of 10-15 years of age to develop their rational thinking and leadership abilities |
| Faislaa Aapka, Jeet Aapki | 2008 | A highly researched motivational workshop delivered in front of an audience of 1000 business owners, now produced in VCD form |
| Psychometric Test-Sales Effectiveness | 2009 | The test identifies a Salesman's effectiveness by judging him on 5 different parameters with 30 test items. The test has been administered on more than 500 salespeople till date and the results have been highly reliable and valid |
| Psychometric Test-Leadership Effectiveness | 2009 | The test identifies a Leader's effectiveness by judging him on 4 different parameters, administered on more than 300 business leaders, with scientific results |
| ACE Model of Succession Planning in Family Businesses | 2010 | The only-one-of-its-kind research on Family Businesses and their succession challenges, jointly undertaken with Prof. Vijaya Suvarna. Research included study of 220 business families through one-to-one meetings, surveys, case studies and 360% feedback |
| Kaamyabi Ki Dastak, Aapke Darwaaze Par | 2010 | Motivational workshop for beginners of all industries |
| 5 Success Mantras for Business Owners | 2011 | A highly researched paper printed by the IPMMA (Indian Pharma Machinery Manufacturers Association) Magazine |
| Content Development for more than 50 different training workshops | 2004-2011 | Programs included leadership, sales effectiveness, success-orientation, goal-setting, managing emotions etc. |

Workshops and Seminars Attended

Attended 200 workshops and seminars including the following-

- **Dr. Deepak Chopra**- Synchronicity and the Power of Intention
- **Dr. R.L. Singh**- Who moved my cheese?
- **Dr. Kishore Phadke**- Rational Emotive Behavioral Therapy
- **Mr. Sushil Dang**- Relationship Based Selling
- **Mr. Santosh Nair**- Professional Selling Skills
- **Mr. Rajesh Tagore**- How to overcome fears
- **Dr. Ashok Khanvte**- 7 Steps to Success
- **Prof. Vijalakshmi Suvarna**- Human Resources Management for SMEs
- **Mr. Kaizad Hateria**- Creating Positive Energy
- **Mr. Rajneesh Bisht**- Theatre Workshop
- **Prof. Sharad Upadhye**- The Story of the Stars
- **Dr. Ram Shewalkar**- People Management; the Lord-Krishna-Way

Academic Qualifications:

| Qualification | University / Institute | Grade |
|---------------|---|-------------|
| M.M.S. (HRM) | MGM's Institute of Management Sciences and Research, Mumbai | First Class |
| B.Sc. (CBZ) | Dharampeth College of Science, Nagpur | First Class |

Past Experience:

1. May2002 -December 2003
Business Development Manager
Distinctive Devices- Hughes Escorts Communications Ltd.
Vile Parle (W), Mumbai

2. December 2003 - April 2006
Deputy General Manager
SMM-ART Consultancy Services
Andheri (W), Mumbai

Recommendations:

Prof. Muley's workshops have given direction and purpose to our entire team. We now find our organization moving in an organized manner towards a bigger and brighter future.

- Mr. Hitesh & Mr. Darshan Mevada, Directors- NKP Pharma Pvt Ltd.

I am thankful to you for such an effective program. You have not only achieved the objectives set for the program, but exceeded them.

- Mr. Rajiv Goyal, GM- HR, UP Rajya Vidyut Utpadan Nigam Ltd.

Prof. Amol & Prof. Vijaya are like the guiding stars of our organization. Thanks to them, we are sure of becoming one of India's finest organizations.

- Mr. Kamlesh Patel, Chairman- Asian Tiles Ltd.

I know Amol since I first attended his training in 2008 on Time Management and effective leadership. He makes the training session very lively and interesting. His enthusiasm during the training session is infectious while delivering the desired results of the training. I worked with him again in 2010 to organize Finance for Non Finance Managers training for my Company and it was well done once again with great results from concept to final output.

- Mr. Mohan Shetty, Decision Support Manager- Transocean International

Amol is a highly motivated and proficient instructor who works hard to share his rich experience for the benefit of his students so as to imbibe a spirit of ever-learning and perfection in their respective fields.

- Major Biswajit Sahu, Manager- State Bank of India

Liberation Coaches workshops have given us great results. More and more teams are desirous of attending their workshops.

- Mr. Deepak Sawant, Head HR- Mahindra Navistar Automotives Ltd.