

Sandeep Ohri | That Strategy Guy

Rtn. Sandeep is a Business Strategy Consultant who uses Behavioural Science to help you to understand: WHY people do what they do!

Over the past 35 years, he's been a self-funded Entrepreneur, twice, and worked in a variety of domains like Enterprise IT, Media, Defence, Homeland Security, GIS, Plant Engineering and Retail Packaging.

He has led Sales teams consisting of over 100 professionals in 17 cities across the country and has also set up Distribution channel partners in China, Korea, Malaysia, Thailand, UAE and the US.

His startup, April Broadcast, developed an interactive live streaming solution and became the 1st Indian Co to be approved by Facebook for streaming from an external device.

He has done his CA, MCom and Post Graduate Diploma in Indirect Taxes.

He is Certified in Behavioural Economics and Behavioural Science by Ogilvy Consulting, UK and Irrational Labs, USA.

He's also a Certified Independent Director and on the Board of a BSE listed company.

He is Mentor and Business Head for The Satori Studio, a Branding and Creative Marketing Agency owned by his daughter, Shagun.

Sandeep has conducted Behavioural Science and Sales workshops for over 200 professionals and over 2,000 students.

He is a visiting faculty at Dr. BR Ambedkar School of Economics University and teaches Behavioural Economics, Entrepreneurship Development and Professional Communication to M.Sc. Economics students.

As a hobby, he runs The Curated News and Behavioural Science WhatsApp Groups.

Complete professional profile is on LinkedIn, here: www.linkedin.com/in/sandeepohri