



Ravi Chaudhry - A Profile

Ravi Chaudhry is a business strategy consultant, mentor to CEOs and corporate Boards and an author. He is a *Fellow of World Business Academy*, a network of global thought leaders and public intellectuals that represent some of the best and brightest men and women shaping today's global landscape. <http://www.worldbusiness.org/about/fellows/>

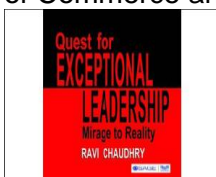
He is the founder Chairman of CeNext Consulting and Investment Pvt Ltd, New Delhi (www.cenextconsulting.com), a firm that provides strategic advisory services to governments on trade and investment promotion and to corporations on sustainable global growth and competitiveness. He has worked with Governments of Switzerland, Turkey, Brazil, Norway, Uganda, Austria and Canada as well as Fortune 1000 corporations, Non-Profits & UN Organizations. Earlier, he was CEO/Chairman of four companies in Tata Group, India.

He is a much sought-after strategy consultant and speaker at international forums and investment seminars. He is a mechanical engineer, with specialization in business strategy; more specifically on “*Strategy Audit & Re-alignment*” to bridge the gap between performance and potential. He has addressed numerous conferences and interactive CEO Dialogues on “**Investment and Growth Strategies for Emerging Markets**”. An astute observer of global economic scenario, he has conducted several programmes on “**Re-inventing Leadership: Re-defining Success.**” Over the years, he has lectured in over twenty five countries on “*What Foreign Businessmen need to know about Business in India*”.

His book, [*Quest for Exceptional Leadership: Mirage to Reality*](#) (SAGE), outlines the emergence of a new fifth phase of human enterprise, redefining the criteria of success as well as re-configuring the routes to success. It has been widely acclaimed as “*the best book for corporate executives in years, a magnum opus, brilliant and thought provoking, a masterpiece worth reading, a rare combination of sound business thinking and accessible philosophy, and an essential read for both business leaders and business schools.*”

He has delivered several keynote addresses all over the world, on Corporate Governance and New Leadership Paradigms. He calls for a giant leap forward from CSR to ISR - from “Corporate Social Responsibility” to the “Individual Social Responsibility” of the CEO, from generic corporate accountability to individual answerability of the CEO, prompted by the CEO’s conscience. He makes a compelling case that business and community leaders do not have the option to wait: they have to re-align themselves with the new reality now. He has analyzed the base camp traits of today’s leaders and vividly portrayed the journey to the summit of leadership by introducing the “Tripod of Exceptional Leadership.”

He has served on the boards of several companies and organizations. He continues to be; International Board Director, Future 500 USA; Strategic Advisor to the Swiss Federal Government; Member, Club Of Rome Committee to foster Values and Ethics in 21st century; Member, EVIAN Brains Trust on Fair Global Trade at IMD Switzerland; Member, EthicMark® Judges Panel, USA & New Civilization Youth Entrepreneurship Initiative, Goi Peace Foundation, Japan. He is also a member of the Executive Committee of the Federation of Indian Chambers of Commerce and Industry, (FICCI), the leading apex chamber of India.



<http://www.cenextconsulting.com/QuestforExceptionalLeadership/BookReviews.aspx>

<http://www.amazon.com/Quest-Exceptional-Leadership-Reality-Response/dp/813210563X>

<http://www.flipkart.com/search/a/books?dd=0&query=Quest+for+Exceptional+Leadership>

<http://epaper.financialexpress.com/15961/Indian-Express/6-November-2011?show=old#p=page:n=7:z=1>