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2020 Annual Meeting

January 28–29, 2020

Johnson C. Smith University ✦ Charlotte, NC



Dr. Suj Chandrasekhar
Founder & Principal, Strategic Insights

Dr. Suj Chandrasekhar is founder and a principal at Strategic Insights, a business strategy and consulting firm based out of Washington DC. Strategic Insights specializes in Strategic Planning, Marketing, Sales, and New Product Development strategies. Suj helps organizations design and implement transformational initiatives in the areas of Analytics, Marketing and Sales, and New Product Development.

She works with corporations to optimize investment in the areas of Talent Development, Sales, and Innovation. She is a frequent speaker at company and industry events. Her clients include a number of Fortune 500 companies across several industries.

Suj is co-author of the HBR classic “Ending the War between Sales and Marketing” with Philip Kotler and Neil Rackham. Her work and research with Phil Kotler and Rob Walcott on Marketing and Product Development have been featured in the Wall Street Journal and MIT Sloan Review. She is currently working with MIT on a global research project on value management in Marketing, Sales, and New Product Development.

She is a contributing author to the book “India’s Global Powerhouses” (Harvard Business Publishing, 2009).