

## PROFILE

### MAJ GEN NEERAJ BALI, SENA MEDAL (RETD)

Maj Gen Neeraj Bali, Sena Medal, is an Indian Army veteran, a teacher-trainer, a corporate professional, a TEDx speaker and the **author** of the bestselling book **The Winning Culture: Lessons from the Indian Army to Transform Your Business**.

During his **Army service**, he served in J&K for ten years and on all the borders multiple times. He commanded a Rashtriya Rifles Battalion in J&K at the height of terrorism and was awarded the Sena Medal. As a Brigadier, he led the first strategic-level Indo-US exercise held in Hawaii, USA, where the US Army invited him to mentor US and Indian brigades. He served in Southern Africa as the Security Advisor to the Government of Lesotho and Leader of the Indian Army Training Team in that country.

A **corporate professional** post-retirement, he has been CEO of a leading Engineering PMC Company with over 100 major infrastructure projects in India and abroad. He was also CEO of a rural education society that ran 92 schools and colleges in Maharashtra with 42,000 students. Currently, he is senior management advisor to Dynamic Cables Ltd, a leading cable manufacturing company.

As a **trainer**, he has taught in the Infantry School at Mhow, the Defence Services Staff College at Wellington, and the Army War College at Mhow. He is a Senior Partner and faculty member for the School of Inspirational Leadership, Pune. He is also a teaching faculty member of the Institute for Competitive Intelligence, Germany, for its international workshops.

He has conceived and **conducted** original Leadership Development Programs (the Manager-Warrior Program), Management Development Programs (the In Command Program), and Faculty Development Programs (the Scholar Warrior Program) for several organisations, including Kirloskar Brothers, Indian Chambers of Commerce, several companies of the Indian Electrical and Electronics Association (IEEMA), Zera India, Neologic Engineers, Setco, DU Digital Global and several engineering colleges. Recently, he was a training faculty during the Indo-Pacific Armies Seminar at Fiji and Airbus, Toulouse France.

A **professional speaker**, he has delivered talks on strategy, geopolitics, organisational culture, leadership and competitive intelligence on several prestigious forums. These include Microsoft India, Tata Motors, the Indian Institute of Management, Ahmedabad, Strategic Competitive Intelligence Professionals summits in Atlanta, US and Cascais Portugal, Institute of Competitive Intelligence conference in Germany, CXO conference of Tata Sons, senior leadership of HDFC, Infosys, CII, Wipro and Kirloskar Brothers, to name a few.

He holds an M.Sc and M.Phil in Defence Studies from Madras University and DAVV, Indore, respectively. He is also an alumnus of the prestigious Asia Pacific Centre of Security Studies in Honolulu, USA. He is also a qualified Independent Director and an ISO Lead Auditor for Occupational Health and Safety. He is a certified Life Coach and Leadership Coach.