

PRADEEP ANAND

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BACKGROUND

Since 1994, PRADEEP ANAND has been a keynote speaker at business workshops, conferences and meetings in North America, UK and Continental Europe, and India. He educates and motivates worldwide business audiences by sharing with them his perspectives on Business Growth, Understanding India, Personal & Professional Growth, and his book, *An Indian in Cowboy Country*. He was a speaker at TEDxSugarLand, where he spoke about “The Woman who Climbed Mount Everest more than 100 Times.”

Speaking, educating and personal development have been integrated into his consulting practice at Seeta Resources, where he facilitates and helps CEOs and senior executives accelerate their firms’ revenue and margin growth.

He was appointed to an adjunct faculty position at Rice University’s Jones Graduate School of Business. He teaches *Marketing Management in the Energy Industry* in the MBA program.

He is an engineer, with an MBA, with more than 30 years experience in growing businesses in the technology, engineering and manufacturing industries. He was Vice-President, Marketing, at Landmark Graphics; Manager, North American Operations at Baker Hughes; Marketing/Business Development Manager at NL/Sperry-Sun. Landmark Graphics and Sperry-Sun are considered to be the most significant new technology companies that transformed the Oil & Gas industry over the past two decades.

He received his MBA from the University of Houston, Houston, Texas, and he has an engineering undergraduate degree from the Indian Institute of Technology (IIT), Bombay, India.

TOPICS & THEMES

- **BUSINESS GROWTH**
 - Seven First Steps to Swift Business Growth
 - Seven Business Growth Killers and their Antidotes
 - Competitive Value Pricing
 - Value Selling
 - 3Qs+4Cs+5Gs=Accelerated Business Growth
 - Marketing Management in the Energy Industry (MBA Class at Rice University)
- **INDIA**
 - India: Yesterday, Today & Tomorrow
- **PROFESSIONAL GROWTH**
 - Securing the Dream Job
 - Principles of Principled Networking
 - For High School Graduates
- **AN INDIAN IN COWBOY COUNTRY:** Stories from an Immigrant’s Life (Fiction)

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PARTIAL LIST OF ENGAGEMENTS

ABC/Channel 13, Houston, TX	Harsco Infrastructure, USA, UK, The Netherlands, Germany, Belgium, France, Czech Republic, Poland	NobleTek, OH NL Industries, NJ NSI Upstream, LA Numar, PA
Aggreko, TX	Harsco Metals & Minerals, USA, Canada, UK	Nutter Engineering, OK OFS Portal, TX Oildex/Transzap, CO
AirXChangers, OK	Harsco Track Technologies, SC	OnePoint, TX OwlSpark, TX
AMD, CA	Harvard University, MA	Patterson-Kelley, PA
Ameriprise Financial, TX	Hendrickson Trailer, OH	PGS-Tigress, UK
Asia Society, TX	Houston Baptist University, TX	Photon, Canada Praxis, TX
Astralloy, AL	Houston Chronicle, TX	Preng & Associates, TX
Avalon Imaging, CO	Houston CPA Society, TX	Reed Minerals, PA
Baker Hughes, TX	IES, Germany	Red Labs, TX
Baroid Corporation, TX	IIM Alumni USA	Rice University, TX
Barnes & Noble, Multiple Bookstores/Locations	IIT Alumni, TX, NY	Scandent, India
Bauer College of Business, University of Houston	IIT Bombay, India	Schlumberger, TX
Brazos Bookstore, TX	IKG Industries, TX	Scicom, India
Business Marketing Assoc., TX	Indo-American Chamber of Commerce, TX	Silicus, TX
CompX, TX	Innovation Norway, Norwegian Consulate, TX	Sperry-Sun Drilling Services, TX
Continental Carbon Corp., TX	Internal Revenue Service, TX	State Bank of India, USA
Crossword Bookstore, India	Kanaly Trust, TX	Steelphalt, UK
Daniel Industries, TX	Key Energy, TX	Sun Microsystems, CA
Dresser Industries, TX	KBR, Houston, TX	Surge Accelerator, TX
Dresser Oil Tools, TX	KPFT, FM 90.1, TX	Syntel, MI
Excell Minerals, PA	KUHF, FM 88.7, TX	TechMahindra, India
Express Integrated Technologies, OK	Landmark Graphics, TX	Tercel Oilfield Products, TX
Fabsco, OK	Laversab, TX	The Indus Entrepreneurs, CA
Facet, Canada	Locke Lord Bissell & Liddell, TX	University of Houston, TX
Fort Bend ISD, TX	Management Controls, TX	University of St. Thomas, TX
Fort Lock, IL	MetaSolv, TX	US Venture Partners, CA
Gundle/SLT, TX	Multiserv, PA	Waterloo Furniture Components, Canada
Harsco Corporation, PA	National Cabinet Lock, SC	
Harsco Industrial, TX, PA, OK		

Please visit www.pradeepanand.com for details about An Indian in Cowboy Country