

PRADEEP ANAND

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BACKGROUND

PRADEEP ANAND moves and motivates American audiences by sharing with them his perspectives that draw upon his global experiences and insights that synthesize many disciplines.

Since 1994, he has been a keynote speaker at business workshops, conferences and meetings. Speaking, education and training have been integral to his consulting practice at Seeta Resources—advisors to CEOs and senior executives on accelerating revenue and margin growth.

He recently published his first novel, *An Indian in Cowboy Country: Stories from an Immigrant's Life* (available at Amazon.com, Barnes & Noble), which has drawn national media attention—television and press.

He is an engineer, with an MBA, with more than 25 years experience in the oil & gas, technology, and engineering/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; Co-Founder/President of PointCross, Inc.

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, TITLES, THEMES

- **MARKET EXCELLENCE**
 - Accelerating Revenue & Margin Growth
 - Accelerating New Technology Adoption
 - Effective Pricing Strategies: The Fastest Way To Grow Your Bottom Line
 - Value Selling!
 - Swift Business Turnaround & Growth
 - Selling Across Cultures
 - Business Killers: Common Mistakes That Threaten Your Company
 - Doing Business in India
 - Escaping the Tender Trap
 - Mastering the Sales Vortex
- **OIL & GAS INDUSTRY**
 - Making Sense of Oil Prices
- Industry & Market Dynamics
- Innovation
- **AN INDIAN IN COWBOY COUNTRY:** Stories from an Immigrant's Life. Please visit www.pradeepanand.com for details about the book
- **INDIA**
 - Depicting the Indian Diaspora
 - Understanding India and Indians
 - Attracting & Retaining Engineers & Scientists from India
- **PERSONAL/PROFESSIONAL GROWTH**
 - Leadership in a Multicultural World
 - Principles of Principled Networking
 - Success after High School
- **OFFSHORE OUTSOURCING:** Getting It Right The First Time

PARTIAL LIST OF ENGAGEMENTS

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| ABC/Channel 13, Houston, TX | Harsco Track Technologies, | Photon, Canada |
| AirXChangers, OK | SC | Praxis, TX |
| AMD, CA | Harvard University, MA | Preng & Associates, TX |
| American Sleep, TX | Hendrickson Trailer, OH | Reed Minerals, PA |
| Ameriprise Financial, TX | IES, Germany | Rice University, TX |
| Asia Society, TX | IIT Alumni, TX | Scandent, India |
| Astralloy, AL | IIT Bombay, India | Schlumberger, TX |
| Avalon Imaging, CO | IKG Industries, TX | Scicom, India |
| Baker Hughes, TX | KBR, Houston, TX | Silicus, TX |
| Baroid Corporation, TX | Landmark Graphics, TX | Sperry-Sun, TX |
| Barnes & Noble, Many Locations | Laversab, TX | State Bank of India, USA |
| Brazos Book Store, TX | Locke Lord Bissell & Liddell, TX | Sun Microsystems, CA |
| CompX, TX | MetaSolv, TX | Syntel, MI |
| Daniel Industries, TX | Multiserv, PA | The Indus Entrepreneurs (TiE), CA |
| Dresser Industries, TX | National Cabinet Lock, SC | University of Houston, TX |
| Dresser Oil Tools, TX | NL Industries, NJ | US Venture Partners, CA |
| Excell Minerals, PA | NSI Upstream, LA | Volumetrix, UK |
| Fabsco, OK | Numar, PA | Waterloo Furniture Components, Canada |
| Facet, Canada | Nutter Engineering, OK | ZResearch, CA |
| Fort Bend ISD, TX | OFS Portal, TX | |
| Fort Lock, IL | OnePoint, TX | |
| Gundle/SLT, TX | Patterson-Kelley, PA | |
| Harsco Corporation, PA | PGS- Tigress, UK | |