

Ravi Chaudhry

A Strategy Consultant and Business Intellectual



[Ravi Chaudhry](#) is a strategy consultant to governments, corporations, and civil society, mentor to corporate boards and CEOs, author, and Fellow, [World Business Academy](#). A recipient of Ambassador of Knowledge Award, he is often referred to as a leadership guru.

His book, [Quest for Exceptional Leadership: Mirage to Reality](#) has been widely acclaimed as “a contemporary masterpiece, the best book on leadership in years and a rare combination of sound business thinking and accessible philosophy.” It offers a discerning analysis of the leadership vacuum that pervades the world and how leaders today can reach the summit of exceptional leadership, by re-discovering the leadership traits that lie dormant within them.

He is the founder Chairman of [CeNext Consulting & Investment Pvt Ltd](#), New Delhi. Prior to that, he was Chairman of four companies in the Tata Group, India. His clients include several Fortune 1000 corporations, including BASF and BMW (Germany), DHV (Holland), Sunstar (Japan), Sabanci Group (Turkey), Domino Sciences (U.K.), Perfetti (Italy), numerous Indian business groups, and many others.

He has been an advisor to Governments of Switzerland, Turkey, Brazil and Norway, and has done many assignments for multilateral organizations (UNIDO and World Bank), think-tanks and universities, as well as Governments of Austria, Argentina, Canada, Germany, the Netherlands and Uganda.

He specializes in “**Rethinking Global Strategy and India’s Role**”, and “**Strategy Re-alignment**” to bridge the gap between performance and potential. An astute observer of the emerging global trends, he is a frequent invitee to corporate strategy retreats and leadership renewal programmes, where he reviews the current state of the global economy and concludes with his observations on the matrix of strategic options in the years ahead.

He has conducted several board level dialogues on themes such as ‘*Re-inventing Leadership to Cope with Future*’, and ‘*Mindfulness – the trait that bridges the gap between Achievement and Potential*’.

Ravi Chaudhry has also addressed major global conferences as keynote speaker, session chairman, panel moderator as well as lead discussant. He is a much sought-after speaker on *Corporate Governance, Innovation, Morality and Values, and Sustainable Equitable Growth*.

He has delivered lectures at several prestigious international events, such as: Global Economic Summit at Kiel, Germany; First Round Table Dialogue, Berlin; IMD Switzerland; Club of Rome Annual Meeting; Institute of Directors World Congress; Asian Strategy and Leadership Forum Summit, Kuala Lumpur; India-Pakistan Management Summit in Lahore and Ethical Leadership Conference, Ljubljana.

He has been on the Boards of several companies and institutions. He continues to be International Board Director, Future 500 USA, Co-Chair, EthicMark® Judges Panel, USA,

and Member, EVIAN Brains Trust at IMD Switzerland; New Civilization Youth Entrepreneurship Initiative, Japan and Executive Committee of Federation of Indian Chambers of Commerce and Industry. He has also been a part of the Club of Rome Initiative for Ethics in the 21st century.

He lives in New Delhi and devotes most of his time to foster the process of **responsible leadership**. For him, good governance is a passion. He is now writing a book that deals with issues on “*How to Govern a Nation?*” and the role of business leaders in fast-tracking responsible leadership.

What business leaders say about Ravi Chaudhry:

The thoughts, insights and views you have shared with us have really made a strong impact. They will be guiding us in our process of defining our regional strategies. We would feel honoured if you were to further accompany us on this journey.

- Martin Brudermueller, Vice Chairman of the Board of Executive Directors, BASF

He is one of the profoundest thinkers on business leadership. He has an eclectic approach that combines sound economics with profound philosophy. He can bring light, perspective and prescription. He has a great message and knows well how to articulate it.

- Jean-Pierre Lehmann, Emeritus Professor, IMD, Switzerland

The Board intensely enjoyed the discussion with you. Your extremely valuable inputs and thoughts will find entry into our India strategy.

- Oliver Zipse, Senior VP - Corporate Planning & Product Strategy, BMW Group, Munich

He is very inspiring. I love the fact that he is sounding a call for individual responsibility (of the CEO).

- Adi Ignatius, Editor, Harvard Business Review

Mr Chaudhry seeks to change the world by transforming business leaders. Don Quixote didn't manage to change the world but the world would be poorer if people like him didn't try.

- Business Standard, India
