

DR. P. SRINIVAS RAO

Visionary Academic Leader | Strategist | Innovator in Management Education

Director, Firebird Institute of Research in Management, Coimbatore

Email: director@firebird.ac.in

PROFILE SUMMARY

Dr. P. Srinivas Rao is a distinguished academic leader with over 36 years of combined experience spanning the corporate sector and higher education, including more than 31 years in academic leadership and institutional administration. He holds a Ph.D. in Management (Marketing) and dual MBAs in Marketing and Human Resource Management. As a Group Director, he has been instrumental in establishing six engineering colleges and eight B-Schools and management institutions, and he currently provides visionary strategic and academic leadership as Director of Firebird Institute of Research in Management, Coimbatore, with a promising focus on academic rigour, industry integration, global exposure, innovation, and holistic student development.

CAREER PROFILE (Present to Past)

Director | Firebird Institute of Research in Management, Coimbatore

Coimbatore, Tamil Nadu • Oct 2021 – Present

- Provides visionary strategic and academic leadership to Firebird Institute of Research in Management, driving academic excellence, industry integration, global outreach, and holistic student development — the culmination of a career defined by progressively expanding institutional responsibility.

Chief Executive Officer | Mission Mentors, OPC Pvt. Ltd.

Bangalore • Jan 2020 – Sep 2021

- Led Mission Mentors OPC Pvt. Ltd. as Chief Executive Officer, steering strategic mentoring and education-consulting initiatives prior to his return to full-time institutional leadership.

Principal and Director | AMC City Group, Jayanagar Campus

Bangalore • Jan 2018 – Dec 2019

- Held concurrent charge as Principal and Director, consolidating over three decades of academic leadership into unified institutional stewardship.

Dean | Don Bosco Group of Institutions

Bangalore, India • Sep 2015 – Aug 2017

- Directed academic and administrative operations across the group's institutions, reinforcing quality standards and operational cohesion.

Director – Integrated Development and Principal | AMC Group of Institutions

Bengaluru, Karnataka • Jan 2012 – Sep 2015

- Directed integrated development across engineering and management campuses, demonstrating strong multi-institutional leadership and cross-disciplinary academic governance.

Director – Technical Campus | Vishaka Technical Campus

Greater Visakhapatnam Area • Oct 2009 – Jan 2012

- Provided integrated leadership across a technical campus, extending his expertise beyond management education into engineering education.

Director | Viswanadha Business School

Greater Visakhapatnam Area • Mar 2008 – Oct 2009

- Directed institutional strategy, academic planning, and administration for the business school.

Director | Srinivasa Institute of Management Studies

Greater Visakhapatnam Area • Apr 2006 – Mar 2008

- Assumed full institutional directorship, spearheading academic planning and sustained institutional growth.

Dean | Indo-American Group of Institutions

Greater Visakhapatnam Area • Jun 2003 – Apr 2006

- Led academic governance and quality-assurance initiatives across affiliated programmes.

Vice-President | Indo-American Group of Institutions

Greater Visakhapatnam Area • May 2001 – Jun 2003

- Rose to a group-level leadership position, shaping institutional strategy and supporting organizational expansion.

Principal | Indo-American Group of Institutions (Affiliated to Andhra University & University of Mysore)

Greater Visakhapatnam Area • May 1999 – May 2001

- Assumed institutional leadership as Principal, overseeing academic operations, compliance, and governance.

Associate Professor & H.O.D. | Dr. N.S. Kolla School of Business (Approved by AICTE)

Greater Visakhapatnam Area • Apr 1996 – May 1999

- Advanced into expanded academic leadership, mentoring faculty and strengthening AICTE-aligned management programmes.

Associate Professor & H.O.D., Management Studies | Sri Srinivasa Vidya Parishad, College of Management Studies (Approved by AICTE & Affiliated to AU)

Greater Visakhapatnam Area • Feb 1995 – Apr 1996

- Transitioned from industry into academia, heading the Department of Management Studies and shaping foundational curriculum design.

Senior Marketing Manager – Office Automation | PMC for Larsen & Toubro Telecommunication

Greater Visakhapatnam Area • Jan 1993 – Jan 1995

- Strengthened corporate marketing acumen with a leading telecommunications major, building the foundation for his subsequent transition into academic leadership.

Senior Marketing Manager – Office Automation | Office Automation Industry

Greater Delhi Area • Jan 1990 – Jan 1992

- Launched his professional career in the corporate sector, cultivating expertise in marketing, client engagement, and business development within the office automation industry.

KEY CONTRIBUTIONS AT FIREBIRD INSTITUTE OF RESEARCH IN MANAGEMENT

- Provides visionary strategic and academic leadership with an unwavering focus on academic rigour, industry integration, global exposure, innovation, and holistic student development.
- Conceptualized and pioneered Firebird's Study Abroad Programme in partnership with Multimedia University, Malaysia (a QS-ranked institution), successfully steering the initiative for over four years.
- Architected a strategic PGDM curriculum encompassing eight industry-integrated specializations, including the innovative Emerging Technologies.
- Forged high-impact strategic alliances with Imarticus Learning and EY India to deliver exclusive, industry-aligned certification programmes in Business Analytics, FinTech, Digital Marketing, and Analytics & AI for Management Practices — substantially elevating the employability and future-readiness of Firebird's students.

- Championed the integration of emerging technologies into management education, positioning Firebird's curriculum at the forefront of Industry 4.0-aligned learning.
- Cultivated a robust industry ecosystem by securing large number of Memorandums of Understanding (MoUs) with Coimbatore-based enterprises, enabling internships, live projects, and placement pipelines for students.
- Spearheaded a distinguished industry-outreach initiative bringing CEOs and CXO-level leaders onto campus for direct engagement, mentorship, and knowledge exchange with students — significantly enriching their real-world exposure and industry readiness.
- Serves as Member Secretary of the Governing Body and Chairman of the Board of Studies, providing strategic direction across curriculum development, academic governance, and continuous institutional improvement.
- Champions digital transformation in higher education, driving the integration of technology into academic administration and the student learning experience; his thought leadership has been featured across academic and professional forums.

NOTABLE CONTRIBUTIONS & ACADEMIC IMPACT

- Mentored over 500 MBA capstone projects and guided six scholars to the successful completion of their Ph.D.
- Authored 40+ research publications and presented original research at 40 national conferences.
- Recognized subject-matter authority in institutional restructuring and the design of Industry 4.0-aligned academic modules.
- As Group Director, credited with the establishment of six engineering colleges and eight B-Schools and management institutions.
- Sought-after voice at leadership forums, knowledge-sharing sessions, industry conclaves, and webinars on the future of management education.

ACADEMIC CREDENTIALS

- Ph.D. in Management (Marketing) — Andhra University
- MBA in Marketing — Berhampur University
- MBA in Human Resource Management — Andhra University

AREAS OF EXPERTISE

- Strategic Planning & Academic Administration
- Power Branding & Marketing Management
- Leadership Development
- Technology-Enabled Higher Education & Digital Transformation
- Industry Collaboration & Emerging-Technology Curriculum Design