

Perdip (Perry) Atwal
Phone: 604 822 8859
Email: perry.atwal@sauder.ubc.ca

EDUCATION

Master of Business Administration 2002-2003
SAUDER SCHOOL OF BUSINESS, UNIVERSITY OF BRITISH COLUMBIA, Vancouver, BC

Bachelor of Science, Computer Science (Honours) 1993-1997
ASTON UNIVERSITY, Birmingham, UK

PROFESSIONAL EXPERIENCE

Full-Time Lecturer Jan 2011 - Present
SAUDER SCHOOL OF BUSINESS, University of British Columbia, Vancouver
Sauder School of Business is one of Canada's pre-eminent management and business education providers.

Teaching in both the Organizational Behaviour and Strategy Divisions at the Undergraduate, Graduate and Executive Level.

Various Posts including Acting Assistant Dean and Executive Director Dec 2003 – Dec 2010
SAUDER SCHOOL OF BUSINESS, University of British Columbia, Vancouver
Sauder School of Business is one of Canada's pre-eminent management and business education providers.

Working closely with the Dean and senior staff on various projects to promote and improve the reputation of the Business School. Activities undertaken include:

- Running Executive Education, with a staff of 15, and turnover of > \$1.5 million
- Interim Executive Director for the Centre for Healthcare Management, liaising with Heads of Health Authorities and Government bodies to provide integral solutions to Healthcare issues
- Managed successful \$9 million funding proposal with BC Innovation Council on creating a World-Class centre for Sales
- Working extensively with Venture Capitalists, Entrepreneurs, Angel Investors, the Vancouver Board of Trade and both the Provincial and Federal Government to ascertain how to make Canada a more attractive destination for entrepreneurial activity, and to encourage Early Stage Investment
- Several projects in Asia and Europe (Russia, China, Japan, South Korea, Taiwan, Thailand, Hong Kong) including recruiting MBA students, working with the World Economic Forum to help grow Asian presence globally, and enhancing the Universities reputation and clientele

Production Support Manager, Equity Research 1999-2002
MORGAN STANLEY, London, UK
Morgan Stanley is one of the World's leading Investment Banks, employing over 57,000 people in 600 offices in 27 countries

Reporting to senior management, team leader of 6 controlling all areas of IT within Equity Research Transformed team from three to six members

- Controlled a team of 30 for the roll-out of Research templates for Non-Japan Asia (centred in Hong Kong). Included all aspects of planning, coordination and implementation
- Directed a team of 40 for the upgrading of software throughout Europe - 8 offices and 15,000 users
- Chairman of European-wide weekly technology and PC Health meetings, analyzing and presiding over issues raised, and either directly resolving or recommending courses of action
- Re-engineered IT Graduate recruitment by researching attributes of high-performers and then proposing and implementing amendments to the recruitment program
- Located, secured and equipped new Equity Research office in Munich
- Negotiated all aspects of hardware/infrastructure, relationships with external vendors and promotion. for two IT tech fairs for Equity Research and the Investment Banking Division

Perdip (Perry) Atwal
Phone: 604 822 8859
Email: perry.atwal@sauder.ubc.ca

PROFESSIONAL EXPERIENCE (CON'T)

- IT Consultant** 1997-1999
CWB Systems Services, London, UK
CWB is a medium-sized IT consultancy working for financial institutions within London and New York who work in three areas – Management Services, Development and Consultancy
Adaptable consultant addressing key challenges of global financial institutions in London and New York
- Provided IT support to 400 Equity Traders at Credit Suisse First Boston and 500 Equity Traders at Barclays Capital, London and New York
 - Transformed internal HR record-keeping from hardcopy to software using MS Access
- Sales Development Assistant** 1995-1996
ICI PAINTS, Slough, UK
ICI Paints is a subsidiary of the ICI group, employing 36,000 people worldwide in the Chemicals industry.
- Identified and followed up new business opportunities to the sum of over CAD \$7 million

ENTREPRENEURIAL EXPERIENCE

- Founder and CEO, Elevase Designs Incorporated** 2007-2009
Elevase provided a convenient service that allowed customization of decorative vases with creative fillings (sand, gems, rocks and flowers) that combined to form an elegant addition to any space. Sales targeted to both corporations in the service industry as well as individuals on-line.

ACTIVITIES / COMMUNITY INVOLVEMENT

- Board Member, Canadian National Institute for the Blind, Region Vancouver** Current
Various Board Duties, as well as Vision Mate for several individuals
- Volunteer, Junior Achievement Program, Vancouver** Current
Educating Grade 9/10 Students on the Economics of Staying in School, Independence, Success and Employment (1 day a month at different high schools)
- Student Volunteer, Leaders of Tomorrow Program, Vancouver Board of Trade** Current
Further the development of leadership and managerial skills in Vancouver's future business leaders
- Graduation Prize – Top Student in MBA Class** 2004
- President, MBA Student Association, University of British Columbia** 2003
Elected by peers to lead efforts to raise the profile of the program, build the UBC MBA brand and foster mutually beneficial, long-lasting relationships with the business community
- Vance F Mitchell Prize** 2003
Awarded to a graduate student obtaining the highest standing in coursework related to Human Resources
- Joseph Crumb Memorial Scholarship in Commerce** 2002
Awarded to students who make an outstanding leadership contribution to the MBA Program

PUBLICATIONS

- Author**, Gateway to Opportunity; Educational Trends in Asia 2006
Author, Greenapple Canada SMART Transportation Ranking Report 2007 and 2008
Author, Rix Center for Corporate Citizenship and Engaged Leadership evaluation of YVR 2009