

# Bala Subramanian

Technology-Management Consultant

tulin2252@yahoo.com

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## Summary

I have a very diversified skill set and a comprehensive knowledge of both the private and public sector. My goal is to develop solutions that could enhance human capabilities and meet the needs and interests of the 21st century humanity.

**Specialties:** Creating Time-technology, a developing and perfected science for societal interaction and for interacting with the non-biological societal institutions, instruments and time-scales. Marketing and Sales Operations Design, Development and Management using people and technology.

You could send me a message using this link: <http://synergisminc.sharepoint.com/pages/inquiry.aspx>

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## Experience

### **Bala Subramanian at Kean University**

January 2000 - Present (16 years 7 months)

Develop and teach various business and technical courses:

CAS web-CT course for remote learning.

Computer Automated Systems (CAS) - a Computer Integrated Design and Manufacturing (CIDM) course

Application Design Course (Department of Mathematics & Computer Science), which provides core competencies training in Microsoft Office and automation - Access, Excel, and PowerPoint.

Management Information Systems (MIS) course (Department of Management Science)

Electronic Industry Quality Improvement Techniques (School of Continuing Education). Currently offer this course through an electronic text and classroom.

Taught Capstone Course for graduating seniors using Business Simulation for the management of business enterprises.

### **CEO at Synergism, Inc.,**

September 1991 - Present (24 years 11 months)

Strategic Consulting, including business plan & sales strategy development. Advising new businesses on formation of corporations and business structures

### **Sales Associate at Caldwell Companies**

2006 - 2014 (8 years)

Provided marketing services to buyers and sellers of real-estate and other tangible properties.

**Sales Associate at Caldwell Companies**

2006 - 2014 (8 years)

Helped buyers/sellers negotiate and conclude transactions. Valued properties/businesses. Informed/educated on processes/procedures.

**Instructor/Faculty/Trainer at NetCom Information Technology**

January 2008 - September 2011 (3 years 9 months)

Teach Course as an instructor

**Founder CEO at Microsoft SMB Channel Development Event**

2011 - 2011 (less than a year)

Help promote channel selection and integration activities

**Customer Account Executive (CAE-APG) at Comcast**

June 2008 - May 2010 (2 years)

Help customers with their questions and problem resolutions

**Associate Professor at De VRY University**

June 2001 - October 2005 (4 years 5 months)

Teach business and information technology curriculum leading to Associate, Bachelor, Masters Degree and Graduate Certificate programs for varied business and technical fields of studies.

Courses included:

Economics, Introduction to Business and Technology, Introduction to E-Commerce

**Adjunct Faculty at Berkeley College**

July 1999 - December 1999 (6 months)

Teach business and information technology curriculum leading to Associate Degree.

Courses included:

Business Math, Office Systems Management, Integrated Software Skills, Advanced Word Processing, Advanced Graphics with Web Design, and Project Management.

**Special Lecturer at NJIT**

January 1999 - June 1999 (6 months)

Teach undergraduate and graduate courses for both resident and distance learning students.

Developed the on-line course content, as well as, on-line testing component of the programs.

Courses included:

Graduate courses: Management Information Systems - Planning and Control.

Undergraduate courses: Computers for Managers.

Bala R. Subramanian

**Service Provider at UPS**

January 1997 - December 1998 (2 years)

Processed nightly 40,000 documents through a web-based application utilizing manual and automated processes with integrated Quality Controls for accuracy.  
Supervised and provided deadlines process control for lead data entry personnel and other related functions.

### **Computer Services Manager at CommerceWorld**

January 1994 - December 1996 (3 years)

Managed workgroup licensed network covering 25 users.  
Provided systems and applications services support for all users.  
Applications included: word processing, debt collection software, accounting, legal research and electronic commerce software.  
Support was available at the enterprise-level.  
Network Service Levels included a year-round 24x7 availability.  
The Wintel architecture service configuration was secured using Firewalls, Stat and ISS.

### **Management Consultant at US Department of Commerce (MBDA)**

January 1985 - June 1991 (6 years 6 months)

Provided consultation services for over 300 enterprises in the development of cost estimates, bids, and in proposal preparation for clients in both the private and public sectors.  
Additional technical and financial consulting was provided to help clients qualify for available business opportunities.  
Offered training and seminars to the enterprise community-at-large as part of my membership responsibilities within the assigned subject matter expert support groups and committees.

### **Office Manager at Endoc Realty**

January 1981 - December 1984 (4 years)

Provided oversight and management support to the organization and management of income properties that included apartment complexes, Office buildings and commercial real estate.

### **Fiscal Officer at City of New York**

May 1978 - December 1980 (2 years 8 months)

Responsible for the management of the accounting office for social services programs such as home health aid and disbursement of funds, creation and maintenance of budgets and supervision of financial services staff and group.

### **District Representative at BNA**

March 1974 - June 1977 (3 years 4 months)

Responsible for marketing the products/services and managing a protected territory and lead to the offer of a promotion to the position of a Product Manager with-in the company

### **Teaching Assistant at University of North Texas**

September 1970 - May 1977 (6 years 9 months)

School of Business Administration

Taught graduate and undergraduate students the core curriculum courses.

Courses included:

Principles of Management, Operations Management and Business Statistics

### **Design Engineer at Rockwell International - Collins Division**

May 1969 - September 1970 (1 year 5 months)

Part of design team for avionics computer peripherals. Re-designed the cooling system. Design features saved an estimated \$ 500,000 USD in production and operation costs.

### **Technical Assistant, Head of Quality Assurance at Voltas Limited**

May 1963 - October 1968 (5 years 6 months)

Supervised 35 employees in the production of air-conditioning and refrigeration compressors and complete A.C.& R systems.

Planned, organized, trained, and supervised of all quality assurance personnel.

Managed quality assurance at vendor sites, as well as, in-house operations.

Successful implementation of a Quality Assurance and Reliability Engineering program enabled the company to expand to a full industrial and consumer manufacturing program.

Products manufactured included air-conditioners, water coolers, forklifts, over-head cranes and electronic capacitors.

Manufacturing included overseas collaborators in the UK, Germany, Japan, and in the USA.

A multi-unit factory was designed, erected, and successfully brought on-line.

Concurrent engineering techniques enabled full production manufacturing capacity in record time.

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## Volunteer Experience

### **Mentor at [www.SCORE.org](http://www.SCORE.org)**

July 2009 - Present

I have been involved with helping minority/women-owned/disadvantaged and small businesses since I worked at the Business Development center funded by the US Dept., Commerce since 1985. Now my experience and skill-sets are useful to many entrepreneurs at no cost to them. I hope all societal-members can own their financial-destiny and be successful in whatever inspires them.

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## Honors and Awards

### **98th Indian Science Congress**

SRM University, Chennai - host institution

January 2011

Invited Speaker (<http://www.thehindu.com/news/cities/Chennai/article1063580.ece>) and presented paper (<http://content.yudu.com/Library/A1rszs/Empoweringthepeoplea/resources/index.htm?referrerUrl=http>)

## Publications

### **Societal-Mechanics**

Self-published November 10, 2012

Authors: Bala Subramanian

Social Sciences could decipher the intricate workings of the biological-minds and their influences on the development of harmonious existence. Using big-data tools and technologies, humanity could achieve managerial omniscience and omnipotence that could transcend biological impermanence and lead to smarter and more-intelligent living life-styles.

### **Black Money**

on-line May 19, 2011

Authors: Bala Subramanian

Black money is a disruptive force in the global monetary system. This brief 2 page article describes a potential solution that might help eliminate it.

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## Projects

### **Silent-Office**

November 2005 to Present

Members: Bala Subramanian

A membership/subscription based system of working/socializing to create, manage and establish a global presence using advanced computing technologies to thrive in this 21st century global economy.

### **Empowering the political systems using technologies**

August 2010 to Present

Members: Bala Subramanian

It is a project to empower an individual to help-themselves and their families first and gradually enlarging its scope to include various other communities with which they interact. The vision is to achieve societal-well-being through individual-well-being.

### **QM as a basis for SM**

February 2014 to Present

Members: Bala Subramanian

This is a long-term research and development view of taking humanity and the social-sciences to collaborate and co-exist in spite of multiple priorities.

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## Languages

**Hindi**

(Professional working proficiency)

**German**

(Limited working proficiency)

**Tamil**

(Professional working proficiency)

**Gujarati**

(Professional working proficiency)

**Sanskrit**

(Limited working proficiency)

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## Skills & Expertise

**Strategic Planning**

**Business Planning**

**Program Management**

**Business Analysis**

**Analysis**

**Team Building**

**Business Strategy**

**Project Management**

**Process Improvement**

**Team Leadership**

**Budget**

**Management**

**Change Management**

**Management Consulting**

**Project Planning**

**New Business Development**

**Marketing Strategy**

**Microsoft Office**

**Coaching**

**Operations Management**

**Leadership**

**Research**

**Marketing**

**Training**

**Sales**

**Market Research**

**Product Management**

**Product Development**

**Negotiation**

**Strategy**

**Risk Management**

**Public Speaking**

**Entrepreneurship**

**Financial Analysis**

**Account Management**

**Integration**

**Team Management**

**Customer Service**

**Business Development**

**Quality Assurance**

**Cross-functional Team Leadership**

**Contract Negotiation**  
**Sales Management**  
**Manufacturing**  
**Vendor Management**  
**Budgets**  
**CRM**  
**E-commerce**  
**Start-ups**  
**Enterprise Software**

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## Education

### **University of North Texas**

Ph.D., Management (Organization & Policy), 1970 - 1977

Activities and Societies: Management Society Member

### **University of North Texas**

PH.D, Business Administration; Management; Organization and Policy, 1970 - 1977

### **The University of Dallas**

M.S, Quality Systems; Total Quality Management, 1969 - 1970

### **Government Polytechnic North Arcot**

LME, Mechanical Engineering, 1959 - 1962

### **LICENTIATE**

B.S, Mechanical Engineering, 1959 - 1962

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## Interests

Too varied and too many to list individually.....

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## Certifications

### **Project Management**

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## 3 people have recommended Bala

"Bala has a great combination of intellect and passion for learning . Bala is extremely sharp, fair and have a broad vision .He always find time to explain things in detail. I wish to endorse that Bala is a great teacher and his capability to drive ideas to the mind of a listener is astonishing. His experience in Industry and knowledge in management is tremendous. I met him first in a journey and from the first glance itself I realised that he is a distinguished person with very high level of knowledge . He talked to me tirelessly during the entire travel and we covered many topics from science, engineering politics, economics and management. Combined with his knowledge and valuable experience spanning many decades, Bala is really a resource to young generation and a gifted teacher. I cherish the moments I spent with him and will definitely not miss an opportunity to meet him in future."

— **Manoj Kumar**, was with another company when working with Bala at Synergism, Inc.,

"Bala is very dependable and had few to no unexpected absences. Bala was patient and I would be happy to work with Bala again. He was very self reliant which helped me as his supervisor focus on agents that needed extra help. Thanks Bala!! I wish you well."

— **Rob Chupinka**, managed Bala at Comcast

"Bala was always able to get to the heart of the tasks he undertook. He is dependable and has a good understanding of technical issues."

— **Peter F. Thorne, CPA (Retired)**, was with another company when working with Bala at CommerceWorld

[Contact Bala on LinkedIn](#)