



Ramesh Dorairaj has over 30 years of experience working with IT majors like TCS, IBM, Infosys, Wipro and Mindtree. He has had a front seat to the unfolding of the Indian IT story, having worked with TCS, Infosys, and then Mindtree through their initial growth phase. His last corporate job was with Wipro, where he had the responsibility of taking Wipro's managed services platform to the market.

His responsibilities included being the Head of Quality for Mindtree, and Head of Managed Services Solutions for Wipro. Ramesh has been part of successful bid teams which together have won over 2.5B US\$. He has personally led over 100 deal pursuits.

His job responsibilities took him to over 30 countries, and he has interacted with several Fortune 500 clients - both as a consultant and as a service leader.

Ramesh has founded a firm called Leaders Anvil, with the aim of helping companies sell in the face of challenges brought on by the technical, social and political changes that are impacting economies and businesses world-wide. He works with sales and marketing teams to refine messages to the market. The firm has clients like Wipro, Mindtree and a few others.

In June 2018, Penguin published his book titled Games Customers Play. This has been featured on CNBC and the framework he explains in the book is now being used by an investment firm in developing points of view. The book is now part of Amazon's Memorable Books of 2018; and is going into reprint.

The book explores the balance of power between buyers and sellers at different stages of a relationship – and how sellers and service providers must calibrate messages and service experiences based on this balance of power.

### Praise for the Book – Games Customers Play

“Extremely well-researched”

- Subroto Bagchi: Best Selling Author & Former Chairman, Mindtree.

“Terrific read. If you have a sales team, give them this book”

– Abhijit Bhaduri, Voted Top 10 learning professional in the world.

“The book makes a valid and well-researched case for classifying customer relationships based on the power balance between you and your customer.

-R. Gopalakrishnan, ED, Tata Sons and Board Member Akzo Nobel India and Castrol India

“...an excellent framework to understand and effectively manage customer engagements and relationships”

-Srinivas Uppaluri, Former CMO, Infosys

“Extremely proud that such a book has come out of India and not US or UK....Ground-breaking work in buyer-seller relationships!”

-Dr. Smita Chaudhry, Associate Professor, Flame University