



Parthajeet Sarma

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Summary: Workplace strategy leader, Award-winning entrepreneur, Chevening scholar.

Experience

- **Advanced Workplace Associates (India Head)** www.advanced-workplace.com **Sept 2018 – till date**
Representing the India interests of **AWA London**. AWA pioneered the concept of workplace transformation as early as 1993 in London.
- **iDream Advisory Services Pvt Ltd (Founder Director)** www.idream.in **March 2003 – till date**
A workplace management consulting practice, that help organisations set up evidence-based, IoT enabled workplaces, that flex with changes.
- **DNA Consulting Pvt Ltd (Associate Director)** **Jan 2000 – Feb 2003**
Started the India arm and led to its grown and expansion of this global Architectural Design & Project Management firm.
- **Colliers International (Asst Manager)** www.colliers.com **Aug 1997 – Dec 1999**
Handled the property needs of multinational corporations at this international property consultant's India office.

Honorary Positions

- Executive committee member: **Crisp Social Ventures** <http://www.CrispSV.com> **Jan 2016 – till date**
A social impact mentoring and incubation platform formed by the coming together of Chevening (UK) fellows
- Strategic Advisor: **Blend** www.Blend.world **Dec 2014 – till date**
A ed-tech platform around the world of work.

Education

- **Chevening Rolls Royce Science & Innovation Program, Oxford Univ, UK** **April 2014 – June 2014**
Selected amongst 12 Indians for this leadership program conducted at Oxford University, UK.
- **Master of Business Administration, IISWBM, Calcutta University, Kolkata** **Aug 1995 – July 1997**
Graduated in first class, specializing in marketing from India's first MBA institute.
- **Bachelor of Architecture, Sir J J College of Architecture, Mumbai** **Aug 1990 – June 1995**
Graduated with first class honours, from Asia's premium college of Architecture.

Collaboration with Academia

- Adjunct faculty of Innovation & Entrepreneurship at Ajeenkya DY Patil University, Innovation University
- Developed an undergrad module on 'human centred design', as a Bombay University elective. Delivered the same as well.
- Developed e-learning modules around Workplace Management <https://www.blend.world/academy/>
- Guest speaker/lecturer at IIT, NMIMS, Chetana's Institute of Management, MIT, Sir J J College of Architecture, Lokmanya Tilak Institutes and others.

Research

- The research component in **projects** delivered for clients often exceed 70% , and involve understanding people's aspirations, organisation's vision, market study; to evolve a unique strategy every time, which ties in people aspirations with organizational vision.
- Primary and secondary research across, leading to a White Paper and a strategy for the development of a mass housing solution called **Ideal Choice Homes** ('ICH'). ICH is now an independent entity, having commercialized on the basis of the original research and development.
- Scientific, socio-economic research leading to authoring the **book**, "The radically changing nature of Work, Workers & Workplaces. Using space as the starting point of innovation" and two previous books.

Achievements

- 2018: Authored a book "The radically changing nature of Work, Workers & Workplaces. Using space as the starting point of innovation" www.idream.in/www/
- Co-developed Ideal Choice Homes, an off-site standardized manufacturing technique for homes in India, drastically reducing the time and cost of erection of homes in India.
- Winner of Department of Science & Technology sponsored "ET- Power of Ideas" for housing innovations.
- Finalist at Sankalp Awards for social impact.
- Finalist at Villgro Awards for social impact.
- Featured on CNBC's iconic program "Young Turks".
- Regular speaker at industry forums.