

## **Pooja Chopra**

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### **EDUCATION**

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#### ***Masters of Environmental Management (MEM), 2015***

**Yale University**, School of Forestry and Environmental Studies, New Haven, CT, USA  
Concentration in Natural Resources Management, Business & Environment

#### ***Doctor of Philosophy (Ph.D.), 2014***

**University of Delhi**, Delhi, India

- Thesis: *Study of Ecotourism: Developing Marketing Strategies for the Growth of Tourism Industry and Protection of Environment in India.*
- Launched India's first Health Cart offering food and beverages cooked using traditional eco-friendly methods on a portable cart, Sukhna Lake, Chandigarh, India

#### ***Post Graduate Diploma in Marketing Management (PGDMM), 2003***

**Institute of Marketing & Management (IMM)**, New Delhi, India

- Concentration in Marketing, Finance and International Business

#### ***Bachelor of Commerce (B.Com), 2001***

**University of Mumbai**, Sydenham College of Commerce & Economics, India

### **EXPERIENCE**

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**Government of Haryana, Department of Forest, Haryana, India**, May 2013 till present  
*Conservation Consultant*

**Ecotourism Society of Haryana**, May 2013 till Dec 2014, *Ecotourism Consultant*

- Formulated nature conservation awareness, wildlife education and adoption materials for 3 Mini Zoos, a Deer Park, 2 National Parks, a Wetland, a Conservation Reserve and 5 ecotourism camps of the state.
- Conducted market research, formulated marketing strategies, developed collaterals for ecotourism camps, tour itineraries, outreach programs and route maps using GPS assistance.
- Developed concept note for Garden of Senses at Chuharpur Herbal Park and project proposal reports for 2 ecotourism camps.
- Encouraged local community participation at 4 villages for waste management and natural resource mobilization.
- Conceptualized and developed three nature interpretation centres in Haryana
- Drafted public information documents for visitors and travel agents.

**Aurelia Ventures Pvt. Ltd., Chandigarh** - July 2009 till present

*Director*

Consultancy projects undertaken in Government and Private Sectors:

- Developed proposal for Department of Forest, State of Punjab, India, for Community Based Ecotourism and conservation of natural resources.
- Formulated and implemented sales and distribution for companies in FMCG Sector.
- Conducted market research for business start-ups in small and medium sector.
- Conceptualized and implemented social media marketing campaigns and public relation events

**Vibgyor Brand Services, Chandigarh, India** July 2005 - June 2009

*Regional Manager, North India*

- Generated business through corporate events & on ground brand promotion activities for key clients: Unilever, Dabur India, PepsiCo, Airtel, Standard Chartered Bank, Honda, Ford India Ltd., World Space Radio and Radio Channel - Radio City.
- Achieved 50% growth in business on yearly basis.
- Managed recruitment and staffing on the regional level.

**Standard Chartered Finance Limited, New Delhi, India** June 2003 - June 2005

*National Training Officer and Marketing Manager (North India)*

- Assisted in attrition control, customer service and customer retention team
- Managed a team of 8 members for after sales service.
- Assisted in designing product promotion material and processes.
- Formulated a customer attrition process that reduced the northern region customer attrition to 50% in the first month to a one third in 6 months.

**TEACHING EXPERIENCE**

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**Icfai Business School, Indian Institute of Planning and Management, Gian Joti Institute of Management & Technology, Bhartiya Vidya Bhavan, Chandigarh, India,**

August 2006 – July 2013

*Visiting & research faculty for masters degree and post graduate programs*

Courses taught - marketing management, business management, entrepreneurship, tourism, business ethics, retail management and team management.

**RESEARCH, PUBLICATIONS & PRESENTATIONS**

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**Research Projects**

- Study of **ISO 26000** and gap analysis for **Curtis Packaging**, Sandy Hook, CT, USA, October 2014 – March 2015.
- Business Consulting Clinic Project of “**PepsiCo Sustainable Farming Initiative and U.S. Farm Bill**”, School of Forestry and Environmental Studies, Yale University, U.S., Sept – Dec 2014
- International research project entitled "**Environmental Management System & Role of Stakeholders: A Longitudinal Study**", (ISO 14000 Certified Indian companies), School of Management & Marketing, Deakin University, Australia, June 2012 – July 2013
- Study and analysis of **Community Based Ecotourism (CBET) in village Mirzapur, Punjab, India** in association with Government of Punjab, Forest Department, 2008

**Publications** (as co-author)

- *Eco-tourists and Environment Protection: A Pro-Environment Behavioural Segmentation Approach*, **Amity Global Business Review** (AGBR), February 2014
- Ecotourism Services: An Analysis of the Indian Tourists' Buying Behaviour, Journal of Mahatma Gandhi Institute of Public Administration (MGIPAP), Punjab, India, July 2014

**Presentations at Workshops / Conferences**

- **Ecotourism and Sustainability – A case of Ecotourism Initiatives in Haryana**, International Conference (Sponsored by ICSSR) on Eco-Investment and Innovation for Inclusive Green Growth: Possible Pathways to Eradication of Poverty and Sustainable Development, Kurukshetra University, Haryana, India, March 2014.
- **Destination Choice Factors of Tourists in India: A Study of Ecotourism in India**, 6<sup>th</sup> NASMEI Marketing Conference (North American Society for Marketing Education in India), Great Lakes Institute of Management, Chennai, India, Dec 2012.
- **Word-of-Online-Mouth Marketing**, at National Conference on Emerging Trends in Computer Engineering and Information Technology organised by Department of Computer Science National Institute of Technical Teachers' Training and Research, Chandigarh, India, March 2012.
- **Domestic Tourism in India – Trends and Factor Analysis**, International Conference on Global Economic Slowdown – Opportunities and Challenges in Asian Countries, organised by Commerce and Management Association of India (CMAI), Bangkok, Thailand, February 2012.

**SKILLS AND INTERESTS**

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- **Languages:** English, Hindi, Marathi & French
- **Computers:** Statistical Package for the Social Sciences (SPSS), MS Office
- **Interests:** Cooking (Indian Cuisine, Healthy fast food), Table tennis, Yoga & Meditation