

# Brief Profile - Pavan Choudary

## Wisdom Scholar | Mentor

Pavan Choudary is a public intellectual, corporate leader, keynote speaker, and accomplished moderator renowned for his in-depth insights into wisdom and ethical leadership. His expertise spans leadership, business strategy, marketing, and communication. Through empirical research and real-world examples, Pavan motivates leaders and entrepreneurs to pursue excellence with integrity.

**Insights into Wisdom and Ethical Leadership:** Pavan Choudary highlights the importance of integrating ethical practices with effective leadership. In his book "*How a Good Person Can Really Win*," he illustrates how principled individuals can triumph over the unprincipled by understanding unethical tactics, employing robust responses, and transforming virtues into competitive advantages. His pragmatic approach, underpinned by extensive research, offers actionable strategies for leaders across various domains.

**Insights into Marketing and Advertising Strategy:** Pavan's originality and creativity also comes through in his seminal work on healthcare marketing strategy and advertising, *The Rx Factor*. Written in a racy, un-put-downable style, it is an enlightening read for any product manager/marketing professional as it goes beyond USPs to Multiple Selling Propositions, beyond Marketing Warfare to Marketing Peace and beyond Positioning to Changing the Frame of Reference.

**Corporate Positions Held :** He is the Chairman of the Medical Technology Association of India (MTaI) and Blue Circle and is an advisor to the board of Rajiv Gandhi Cancer Institute and Executive Access Pvt Ltd. Earlier, he served as the MD & CEO of Vygon India for 26 years. Prior to this, he was the senior marketing manager at Dabur and Group Product Manager at Zydus Cadila Group. Before this, he was in the advertising industry. Pavan was also Independent Director with Transasia Biomedicals and Trustee with Bhartiya Videsh Niti Parishad.

**TV Shows and Video Series:** Through his TV show "*Hum Aisey Kyun Hain*," Pavan addressed a wide range of topics related to psycho-social and civic reform. The show promoted a more knowledgeable and involved citizenry by addressing pressing societal issues. His video series "*The Deep Slice*" delves into advanced leadership topics, providing in-depth analysis and insights on strategic thinking, and the application of wisdom in business, economics and politics. These platforms reflect his commitment to fostering ethical leadership and empowering individuals with uncommon knowledge to lead distinguishingly.

**Awards and Recognition:** Pavan has been honoured with numerous awards, including the *Intellectual Icon of the Year*, *Business Excellence Award*, *Global Leadership Award*, and the *Eric Hoffer Award* for his non-fiction work. *The Times of India* recognized him as one of the foremost thinkers of the world.

**Keynote Speaking and Teaching:** Pavan Choudary is a sought-after speaker and moderator. He has spoken at prestigious institutions such as the Lal Bahadur Shastri National Academy of Administration, Mussoorie; the Sardar Vallabh Bhai Patel National Police Academy, Hyderabad; the Indian Institutes of Management (IIM) at Ahmedabad, Lucknow and Kozhikode; Sydney Technical University; Singapore Management University and other notable institutes in India and abroad. He has also addressed YPO members from Canada and India and top management of several leading business families and companies from across the world.

**Literary Contributions:** Pavan is the author of critically acclaimed best-sellers, including "*When You Are Sinking Become a Submarine*" (revised edition: "*How a Good Person Can Really Win*"), "*A Trilogy of Wisdom*" (featuring Chanakya, Confucius, and Kabir), and "*Machiavelli for Moral People*." Additionally, he authored "*The Rx Factor*," a seminal work on healthcare marketing and strategy. The Rx Factor was judged as the most reviewed Pharma-marketing book and stayed among the top three titles, from (among 665 books on Healthcare, Marketing and Advertising worldwide on Amazon.com) for the first three years since its publication. He co-authored "*Broom & Groom*" with Kiran Bedi and "*Lal Bahadur Shastri: Lessons in Leadership*" with Congress leader Anil Shastri.

To learn more about Pavan Choudary's work on Wisdom, Business and Healthcare, as well as his TV shows, books, and writings, visit [www.pavanchoudary.in](http://www.pavanchoudary.in).

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## Reference:

- Detailed Profile: [Pavan Choudary's Official Website](#)
- Wikipedia Page: [Pavan Choudary on Wikipedia](#)
- Firstpost Columns: [Firstpost Author Profile](#)
- Times of India Blog: [Times of India Blog](#)
- Business World Column: [Business World Column](#)
- Hindu Business Line News: [Hindu Business Line](#)

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