

www.sardertv.com

Sarder**TV**™

Learning Ideas



Sarder TV is a **Business Media Platform** and an interview version of TED

Headquartered in New York, the platform publishes Exclusive High Quality Video Content from Fortune 1000 Corporate Leaders, Best Selling Authors & Ivy League Professors

With a purpose to "**Promote Learning**", the Platform is based on the Core values of Continuous Learning, Innovation & Performance

Started by **Mr. Russell Sarder** (Author, Entrepreneur & CEO of Learning) in the fall of 2012, the Platform has grown tremendously well. More than 230+ Top Leaders have been interviewed by a dedicated team of Experienced & Passionate Journalists.

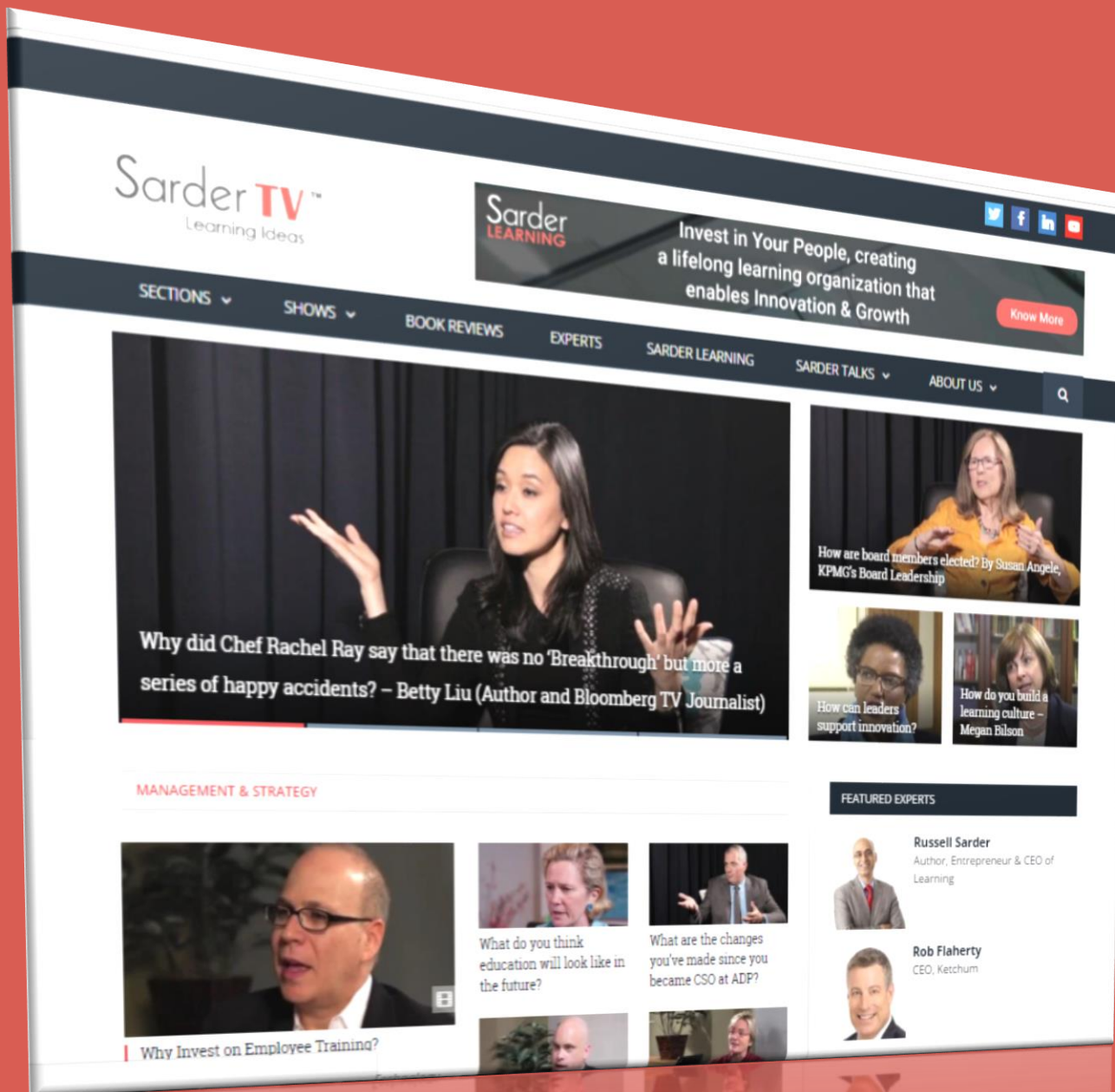
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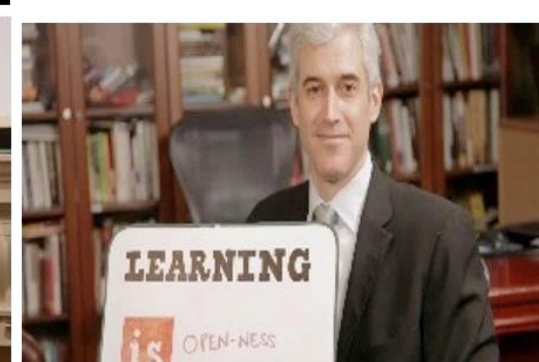
230+ Interviews

5000+ Byte Size Videos

Across

- Leadership
- Learning & Development
- Management & Strategy
- Entrepreneurship
- Sales & Marketing
- Innovation
- Technology
- People







Peter Senge
Professor at MIT & Best Selling Author

A Senior Lecturer in Leadership and Sustainability at the MIT Sloan School of Management, he is the author of the widely acclaimed book, *The Fifth Discipline: The Art and Practice of The Learning Organization*.

The book hit a nerve deep within the business and education community by introducing the theory of learning organizations. Since its publication, more than a million copies have been sold worldwide. In 1997, Harvard Business Review identified it as one of the seminal management books of the past 75 years.

Senge has lectured extensively throughout the world, translating the abstract ideas of systems theory into tools for the organizational change.



Henry Paulson
Former CEO at Goldman Sachs & Former US Secretary of the Treasury

He is the Chairman of The Paulson Institute, a non-partisan "think and do" institution working to advance global environmental protection and sustainable economic growth in the United States and China.

Previously, Paulson served as the 74th Secretary of the Treasury under President George W. Bush, from July 2006 to January 2009. Prior to that, he had a thirty-two year career at Goldman Sachs, serving as Chairman and Chief Executive Officer since 1999. A lifelong conservationist, Paulson was Chairman of The Nature Conservancy Board of Directors and, prior to that, founded and co-chaired the organization's Asia-Pacific Council.

Paulson graduated from Dartmouth College in 1968 and received an M.B.A. from Harvard University in 1970



Rob Flaherty
CEO & President at Ketchum

He is heading Ketchum, the global public relations firm with 130 offices and affiliates worldwide. Rob leads the agency's Worldwide Executive Committee, which shapes the strategy of the agency and is responsible for the client service, talent development and financial performance of the firm.

Rob has counseled some of the world's largest companies and brands, including IBM, Proctor & Gamble, Philips and Pfizer. As a client counselor, Rob specializes in corporate positioning and issues management. He has helped companies prepare for and respond to challenging situations ranging from product liability and airline accidents to data security and antitrust litigation.



Jeanne Beliveau-Dunn
Chief Knowledge Officer at CISCO

Passionate, visionary executive with a demonstrated ability to predict, lead and shape markets. Skilled at strategy, planning, business creation and execution of the business. Have a proven ability to lead high performance teams that deliver growth and profits of a large P&L. Early Pioneer of cloud, SaaS, digital media and the social enterprise. Featured thought leader in HBR, MIT Sloan and Huffington Post.

Drove a highly profitable and growing cloud based business for Cisco that delivers 150K new customers per year with 2.5M customers. Lead one of the largest social communities owned by corporate enterprise in the world.



Tiger Tyagarajan
CEO & President at Genpact

Also known as Tiger, he is the CEO of Genpact. Under his leadership, Genpact (formerly, GE Capital International Services) evolved into a business process services leader with over \$2B in annual revenues and more than 62,000 employees across 24 countries.

Based on the company's GE heritage and Lean and Six Sigma DNA, he spearheaded the development of Genpact's Smart Enterprise Processes (SEPSM) proprietary framework for making business processes more effective and driving transformation for global enterprises.

He also served as an Executive Vice President of Business Development and Head of Sales, Marketing and Business Development at Genpact Ltd. from February 2005 to 2009



Vijay Govindarajan
Professor at Dartmouth University & Best Selling Author

Also known as VG, he is widely regarded as one of the world's leading experts on strategy and innovation. VG is the Distinguished Professor at Dartmouth College's Tuck School of Business and the Marvin Bower Fellow at Harvard Business School.

He worked with GE's CEO Jeff Immelt to write "How GE is Disrupting Itself", the Harvard Business Review (HBR) article that pioneered the concept of reverse innovation – any innovation that is adopted first in the developing world. HBR picked reverse innovation as one of the Great Moments in Management in the Last Century.



Jenny Dearborn
CLO at SAP

She is responsible for driving measurable business impact by designing, aligning, and ensuring execution of SAP's overall learning activities for the company's 71,000 employees globally.

Before joining SAP, Dearborn held senior executive positions at Success Factors, Hewlett-Packard, and Sun Microsystems. She is a regular contributor to Forbes, The Huffington Post and TLNT and has written for publications such as Fast Company, HR Executive and Chief Learning Officer Magazine.

In 2014, Dearborn was named one of the 50 Most Powerful Women in Technology by the National Diversity Council and also received the 2014 Silicon Valley Women of Influence Award and the 2013 Silicon Valley Tribute to Women in Industry Award.



Joe Ilvento
CLO at CommVault Systems

Joe Ilvento is the Chief Learning Officer and WW Director of Talent Development for CommVault Systems. Working closely with the Global VP of Strategic Human Resources, he supports the leadership and development of CommVault employees worldwide. Since coming on board, Joe has built and delivered a comprehensive leadership development program, selected & implemented a global learning management system, and built and delivered various e-learning and virtual classroom solutions.

He also served as the Director of L&D for Citi's Global Functions & supported 20,000+ Citi employees in the Finance, Risk, Compliance & Audit depts. Joe led the Citi Professional Development COE. Joe is the author of 3 books, Nobody to Somebody in 63 Days or Less, License to Sell, & License to Serve.



Dave Mattson
CEO & President of Sandler Training

Dave is a best-selling author, sales and management thought leader, keynote speaker and leader for sales training seminars around the world. As CEO and President of Sandler Training, Mr. Mattson oversees the corporate direction and strategy for the company's global operations including sales, marketing, consulting, alliances and support. His key areas of focus are sales leadership, strategy and client satisfaction.

Mr. Mattson has served on Sandler's Board of Directors since 1995. During his tenure with the company, he has been quoted extensively in national industry magazine and newspaper articles including those running in Forbes and The Wall Street Journal. He has also written four books: "Magical People Skills," "Five Minutes with VITO," "The Sandler Rules" and "Sandler Success Principles."



Atefeh (Atti) Riazi
CIO at United Nations

She is the United Nations Chief Information Technology Officer, Assistant Secretary-General, Office of Information and Communications Technology, with responsibility for all of the organization's needs relating to information and communications technology.

She has a wide-ranging experience in the public and private sector as a CIO and COO managing large organizations as well as large scale technology and transformational projects and initiatives focusing on leading complex organizational.

Atti has published many articles and studies. She speaks frequently on issues involving technology, organizations and work. She has also served on the Boards of financial and marketing organizations



Dennis Budinich
Chief Culture Officer at Investors Bank

Dennis Budinich is the Chief Culture Officer at Investors Bank and a member of The National Speakers Association and has been a speaker for numerous corporate events and at industry conferences across the country.

Immediately prior to joining Investors Bank Dennis Budinich co-founded FTC Methods Inc in 2004, a highly successful professional development and consulting firm which operated primarily in the financial services industry. In his capacity as co-founder, Dennis developed engaging learning programs, and was a highly sought after public speaker, motivator, and educator.

He also excelled in the world of financial sales where his achievements carried him to the levels of Top Producer, to Sales Manager, to Program Director.



Mike Benson
CIO at Direct TV

Mike Benson is the executive vice president and Chief Information Officer at DIRECTV, Inc. He is responsible for creating and maintaining information technology solutions for DIRECTV's business operations nationwide and oversees reporting, analysis and infrastructure requirements, customer billing and payment systems, as well as customer care systems and financial, marketing, sales and decision support.

Before joining DIRECTV, Benson held a variety of executive level positions at AT&T Wireless where he had cross enterprise responsibility for the company's IT needs. He also directed a worldwide reengineering of AT&T Wireless' internal service-based IT organization from 2000 to 2003. In 2000, Benson established technical direction for AT&T's IT infrastructure team to support business growth through major acquisitions.



Tom Evans
Former CLO at PwC

He was the driving force behind the everyday development of PwC's 41,000 US partners, principals and staff. As PwC's former CLO, he was dedicated to cultivating and advancing the firm's culture of ongoing professional development.

Tom is well-known for his dedication to develop people so that they are confident and capable to do the things that matter most to clients and to each other. In his tenure at PwC, Tom's leadership helped to create an immersive and inclusive development journey that kept PwC's people challenged, motivated and inspired to invest in their own development and that of others.

For Tom, this embodies his "whole leadership" philosophy – developing people who possess the right blend of technical, relationship and leadership skills.



Rebecca Henderson
Professor at Harvard Business School

She is the John and Natty McArthur University Professor at Harvard University, where she has a joint appointment at the Harvard Business School in the General Management and Strategy units and is the Co-Director of the Business and Environment Initiative. Her work explores how organizations respond to large-scale technological shifts, most recently in regard to energy and the environment.

She teaches Innovation in Business, Energy, and Environment and Reimagining Capitalism in the MBA Program. Professor Henderson sits on the boards of Amgen and of IDEXX Laboratories, and she has worked with both members of the Fortune 1000 and small, technology-orientated start-ups.

Her work has been published in a range of scholarly journals including Administrative Science Quarterly.



Russell Sarder
CEO at NetCom Learning & Best Selling Author

As a American business magnate & best selling author, he has been driving his company NetCom Learning into a multimillion-dollar business. In 2008 and 2011, Inc 5000 listed NetCom Learning as one of the fastest growing private companies in the USA.

He has been featured in Yahoo Finance, CNBC, Daily News and the New York Times. His television appearances include CBS Market Watch, and NY1. Sarder is also a business practitioner and mentor for MBA students and alumni at Columbia University.

He is the winner of the 2011 Top Ten Asian American Business Awards and 50 Outstanding Asian Americans in Business. Sarder is also the Chairman and CEO of Sarder Inc.

and more...

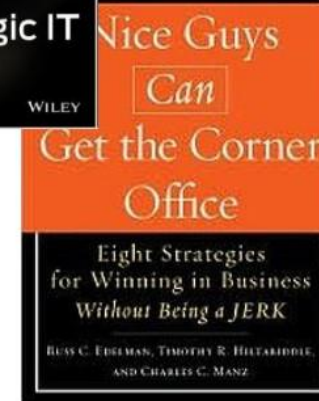
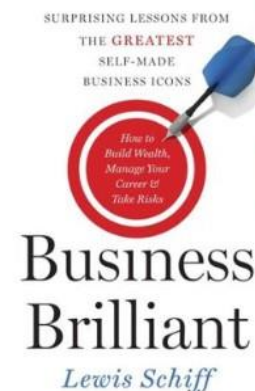
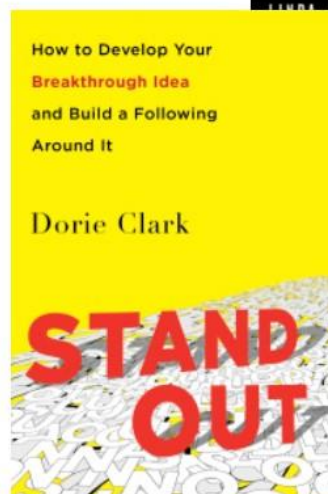
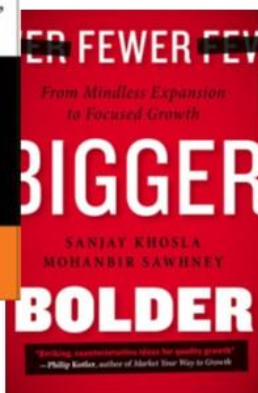
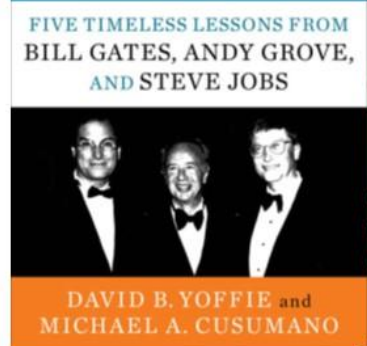
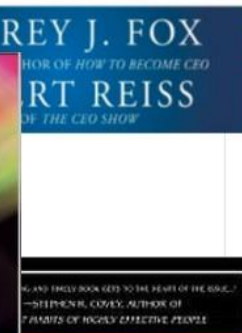
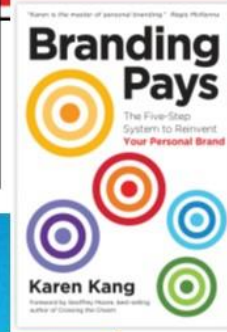
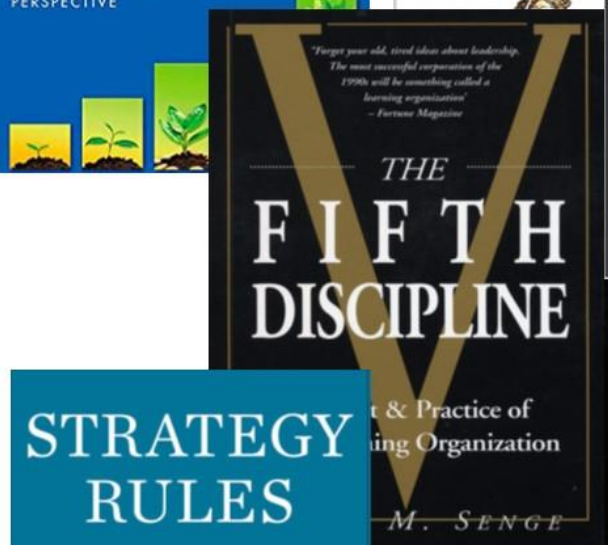
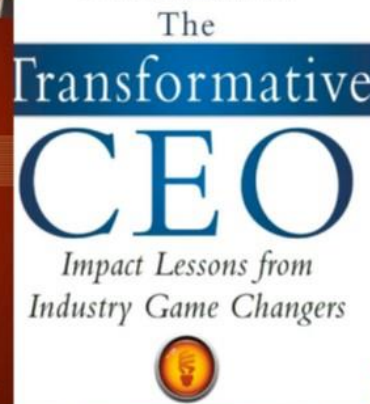
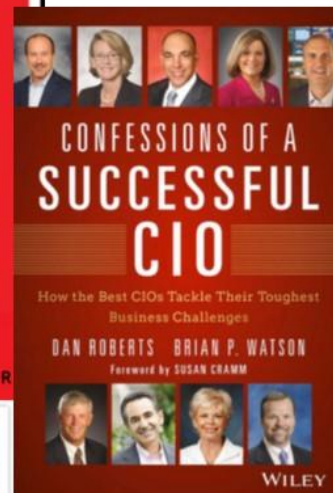
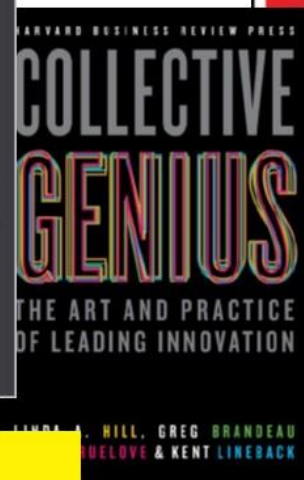
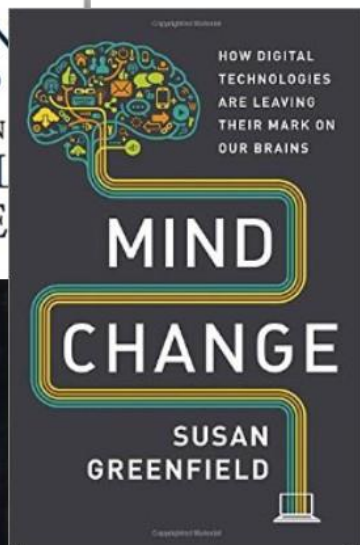
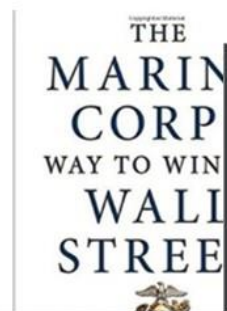
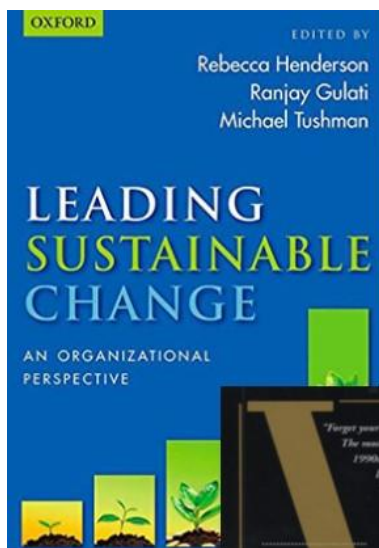
On an Average

Each Expert has **25+** years of industry experience in relevant industry

31% of the Experts are Ivy League Professors

43% of the Experts are CEOs & **26%** are Best Selling Authors

#BooksReviewed



#ExpertBenefits

Be a part of an **Elite Group of Top Leaders**

Promotion of Your Books/ Media/ Videos/ Profiles

Networking with Peer Groups to build your Brand

Speaker & Delegate Opportunities in the Top Industry Events & Webinars

Opportunity to look for Co-Authors, partners & business partners

And, get **Featured on the E-Learning Platform - sarderlearning.com**



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If You want to Become a Leader

Learn from the Leaders

Welcome to Sarder Learning, a Collaborative Knowledge Platform bringing World's Best Business & Leadership Insights from Fortune 1000 Leaders, Best Selling Authors & Ivy League Professors

Start Learning





**Jeanne
Beliveau-Dunn**

Chief Knowledge Officer
at Cisco



**Tom
Evans**

Former, Chief Learning
Officer at PWC



**Dennis
Budinich**

Chief Culture Officer
at Investors Bank



**Danielle
Harlan**

Author and Award
Winning Instructor at
Stanford University



**Russell
Sarder**

Author,
Entrepreneur and
CEO at NetCom
Learning

And, as part
of the
expert
panel in
Sarder Talks

SARDER TALKS : CLO

Learning: Strategies to Address the Skills Gap & Workforce Development

#Journalists



Tracey Fitzpatrick
Former Market News Video
Anchor



Kiran Chetry
Former CNN Anchor



Vaishali Jain
Former Bloomberg TV
Journalist



Philip Weinzierl
Author, *The Strategic CEO*



Jill Johnson
Award-Winning CEO &
Business-Strategist



Gary Beach
Wall Street Journal Columnist



Brian Watson
Former Editor in Chief of CIO
Insight



Jennifer D. Crumpton
Journalist, Author and
Media Professional



Vanessa Tyler
Emmy Award-Winning
Journalist & Anchor



Chitra Nawbatt
Nasdaq Anchor

And many more...

#Team



Russell Sarder is an Author, entrepreneur & CEO of learning. He is the founder of Sarder TV, Sarder Learning & NetCom Learning. Under his leadership, NetCom Learning has become a multimillion-dollar business. In 2008 and 2011, Inc 5000 Magazine listed NetCom Learning as one of the fastest growing private companies in the USA.

Russell is the author of - Learning: Steps to Becoming a Passionate Lifelong Learner and Effective Learning Methods: How to develop the most effective learning method. He has been featured in Yahoo Finance, CNBC, Daily News and the New York Times; his television appearances include CBS Market Watch, and NY1.

Russell was a winner of the 2011 Top Ten Asian American Business Awards and 50 Outstanding Asian Americans in Businesses. Sarder is also the Chairman and CEO of Sarder Inc., a holding company that includes NetCom Learning, LearningGG, Learning CMS, Sarder Learning, Ebiz9, Technology and Training magazine, and other smaller companies. Microsoft Chairman Bill Gates, Microsoft CEO Steve Ballmer, and CISCO CEO John Chambers have contributed to his technology magazine.

He is a philanthropist and the benefactor of Netcom Learning's Sarder Scholarship, awarded monthly to individuals who wish to begin or advance their IT careers. Visit him on:

<http://www.russellsarder.com>

<http://www.linkedin.com/in/russellsarder>

<http://www.twitter.com/russellsarder>

<http://www.facebook.com/russellsarder>

<http://www.youtube.com/user/RussellSarder>

Team



Yang Tuan
COO, Sarder TV

Yang has been a key force behind the growth of Sarder TV from its inception. With more than 17 years of work experience across diverse organizations in various leadership roles, Yang has been able to successfully drive forward the organization's strategy and marketing functions. The holder of a Master's in Science from St. John's University, Yang has an exceptional ability to drill the target market deeply, summarize trends, and present the findings in a practical business format.



Gaurav Bansal
Head – Global Operations

Gaurav is an exemplary Marketing professional having spent the last 16 years working with organizations around the world. His key strengths include International BD, Media Marketing, Brand Activation, Media Integration, Digital Campaigning and PR management. His varied experience and interests have led to a larger level understanding of a business which can now be mapped across industry verticals. To date, his accomplished journey has involved international media marketing, brand activations, and representing the World Trade Center.



Jong Lee
Producer, Sarder TV

Jong has been involved in all types of media productions over the last 20 years. An artist at heart, Jong studied at New York Film Academy and received Master's in Media Studies from New School University. He has extensive experience in a wide variety of film and video productions including Corporate, Event, Fashion, Narrative, Documentary and Music Videos as a Producer, Director, Cinematographer, and Editor. In 2009, one of his films was awarded 'Best Feature Film' at the Buffalo Niagara Film Festival and he received The America Business Award for the corporate video he created for NetCom Learning.



Carolina
Producer, Sarder TV

Carolina has worked across a variety of marketing areas in many successful international companies. Her key strengths include social media campaigns, brand management, marketing content, events, and productions coordination. Ms. Carolina has a Bachelor's degree in Business Administration, a Master's degree in Marketing, and over 10 years of experience in the field of marketing.

#FAQs

Frequently Asked Questions

When will the interview be online?

Our production team will take approximately 2-4 weeks from the date of the interview to create the videos, we will share the links once they are published on our platform

When will I be interviewed?

Our team will be in touch with the interviewee to schedule a date and time for the interview. We will send a formal interview invite with all logistical details a few days prior to the interview

Where will the interview take place?

The production will happen in our studio at 519 8th Ave, between 35th & 36th Streets, 2nd Floor, New York, NY 10018.

Who will view my interview?

Your video interview will be shared with our database which has over 1 million contacts. The videos will also be hosted on our website www.sardertv.com

How long will the interview last?

The interview video production will last for approximately 2 hours, however we advice interviewees that it may be up to 3 hours.

What will this interview be about?

The assigned journalist will ask questions about the interviewee, their business, skills set, management, leadership, their book and more. Prior to the interview our team will share a list of questions for review and preparation.

Frequently Asked Questions

What if I am not able to do the interview?

Our team can reschedule to a different date & time that is convenient for both the interviewee and interviewer.

Can I recommend prospective speakers for interviews?

Yes! Contact us at russell@netcomlearning.com

Why should I participate?

You will be a part of this exclusive video interview that will help you to build your brand and reputation within your industry, as well as position yourself as a thought leader. This interview will also provide a great opportunity to network with top industry leaders and authors. Also, the content of this interview will become content for the Sarder Learning website and other business platforms

Can I share my interview with my friends, family, or colleagues?

Of course! The interview will be available online and you will be able to share it with your network, friends, family, in your workplace...

How many people will watch the interview?

We have a database with over 1 million contacts such c-level executives, managers and directors from Fortune 500 companies, Best-selling authors and Ivy League professors .

Dress & Video Production Guide

Dress Guide

- Avoid checks, herringbones, plaids and stripes – create rivers and waviness (moiré pattern)
- Be careful how you wear black – it makes details less visible in our studio set-up
- Avoid bright white – white tends to glow and try light beige, light gray or other pale colors
- Pastel colors work well - Blue is the safest color, Purples and browns are also fine
- Avoid red - red may bleed on screen
- Remove jewelry that moves, makes noise, or could hit your microphone
- No visible logos or companies or brands, except for your own company logo
- Please remove glasses if possible (due to glare and shadow)

Video Production Guide

- Please arrive at least 15 - 20 min before your recording time so we can check the lighting, audio, etc.
- Please avoid looking directly at the cameras unless request to by the production team
- Please slow down and minimize the filler words

Sarder**TV**TM
Learning Ideas

**Accelerate
Your Brand**

www.sardertv.com