

Mehek Kapoor

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EDUCATION

- **Doctor of Philosophy (Ph.D.) in Management** Aug 2021- Ongoing
-NMIMS University, School of Business Management
(General Management & Strategy- Design Thinking & Entrepreneurship)
- **MIT Innovation Leadership Bootcamp** Feb 2021 – Apr 2021
-Massachusetts Institute of Technology
(Among the 86 candidates selected globally after a highly competitive interview process and profile screening from an international pool of thousand plus applicants)(Project on AR backed Gamification App for Young Bicyclist)
- **Executive Education Certificate- Design Thinking : From Insights to Viability** Sept 2019 – Dec 2019
-Stanford University Graduate Business School
(Problem statement(project) based on Enhancing Experiential Learning in Universities [EdTech])
- **Master of Laws (LL.M.) in Corporate Laws (CGPA-3.52/4 - Grade 'A' - 72%)** 2015 — 2016
(First Rank Holder- Gold Medalist - Dean's Merit List Holder)
-NMIMS University, Kirit P. Mehta School of Law
(Specialization in Intellectual Property Rights and Alternative Dispute Resolution)
(Thesis on 'Commercialization of Intellectual Property in Media')
- **Bachelor of Legal Sciences (B.L.S.) & Bachelor of Laws (LL.B.)** 2010 — 2015
- Mumbai University, SVKM's Pravin Gandhi College of Law / Rizvi Law College
(Specialization in Intellectual Property Rights, Law & Medicine, Criminology)
- **Higher Secondary Education (HSC Junior College)** 2008 — 2010
- SVKM's Mithibai College, Science
- **Secondary School Education (ICSE)** 2008
- SVKM's Chatrabhuj Narsee Memorial School

PROFESSIONAL EDUCATION

- **Design Thinking Practitioners Certificate** March 2020 –April 2020
-KPMG's six week Training Program
- **Negotiation Mastery Certificate Course** Sept 2018 – Nov 2018
-HBX | Harvard Business School Online
(Intensive live negotiations based online Advanced Course)
- **WIPO-UNIGE Summer Training in Intellectual Property Laws, Switzerland** June 2018
-United Nations WIPO Headquarters & University of Geneva, Switzerland
(Group Representative & Presenter for 'Trade Secrets Management' Project)

WORK EXPERIENCE

Assistant Professor (Business Environment & Strategy) June 2021 – Present
NMIMS University's Pravin Dalal School of Entrepreneurship & Family Business Management

- Teaching subjects- Design Thinking, Legal Aspects of Business, Pioneer's Garage(Start-up Mentoring)
- Program Chairperson- Bachelor of Business Management & Marketing (BBMM)

Startup Consultant

July 2020 – June 2021

- Independently helping startups/young businesses transform their ideas into implementable business strategies
- Currently acting as pro-bono Innovation Mentor and Advisor to campus startups which are from the Blockchain/Data Analytics/Technology Management domains

Invited Visiting Faculty

Feb 2018 – June 2021

SVKM's Narsee Monjee Institute of Management Studies(NMIMS) University

- **Centre of Excellence in Analytics and Data Science (PGDM – Business Analytics & Data Science)**
 - Legal Aspects of Business
 - Design Thinking (*Actively coached 90+ students through trimester long group projects*)
- **Mukesh Patel School of Technology Management & Engineering (MBA-Technology Management Programme)**
 - Legal Aspects of Business
 - Design Thinking & Innovation (*Led year long coaching of more than 100+ student groups from the tech domain*)
- **School of Business Management (MBA Law Programme)**
 - Intellectual Property Rights (IPR)
- **Kirit P. Mehta School of Law**
 - Law of Trade Secrets (IPR), Anticompetitive Practices (Competition Law), Transfer of Technology

Legal Executive

Dec 2015 – Apr 2016

Grant Investrade Ltd. (Hinduja Media Group)

Industry: Media (Broadcast and Cable TV Networks)

- Reported directly to the Vice-President (Legal)
- Structuring, drafting, negotiating and closing of distribution and interconnection of channels related documents such as Reference Interconnect Offer (RIO) Carriage Agreements, Non-Disclosure Agreements, Piracy Escalation Matrix
- Building contract and compliance checklist and processes
- Research & analysis of various policies, amendments, rules, consultation papers and notifications issued by Telecom Regulatory Authority of India (TRAI) and the Ministry of Information & Broadcasting, Government of India (MIB) pertaining to Interconnection and Distribution related matters
- Generally providing proactive and reactive legal & compliance advisory services on legal issues involving the company and group companies

ACHEIEVEMENTS & AWARDS

- Awarded the Gold Medal for securing the 1st rank in LL.M. and Dean's Meritorious List holder (Scored 72%) (Grade A)
- Received 'Best Marketing Skill Award' in Rizvi Law College's Cultural Festival in 2015

ONLINE CERTIFICATE COURSES

Business:

- Hello Design Thinking - *IDEOU*
- Instructional Design Essentials: Models of ID- *LinkedIn Learnig*
- Enterprise Design Thinking (Practitioner) - *IBM*
- Design Thinking for Innovation - *Darden School of Business, University of Virginia*
- Innovating with the Business Model Canvas- *Darden School of Business, University of Virginia*
- Analyzing Global Trends for Business and Society - *Wharton School of Business, University of Pennsylvania*
- An Introduction to Marketing - *Wharton School of Business, University of Pennsylvania*
- Viral Marketing and How to Craft Contagious Content - *Wharton School of Business, University of Pennsylvania*

Law:

- Intellectual Property - *Federation of Indian Chambers of Commerce and Industry (FICCI)*
- Understanding Trade Secrets: A Deeper Dive - *LinkedIn Learnig*
- Internet Laws (Cyber Laws) – *Enhelion Knowledge Ventures*
- Commercial Contract Drafting – *Enhelion Knowledge Ventures*

- International Organizations Management – *University of Geneva*
- Public Policy Challenges in the 21st Century – *Frank Batten School of Leadership and Public Policy, University of Virginia*

RESEARCH/THESIS

- Thesis on ‘Commercialization of Intellectual Property in Media’
- Intellectual Property v. Competition Policy in India
- Competition Law Concerns in the Pharmaceutical Sector in India

REFERENCES

Available upon request