

# SHANGHAI – YOUR GATEWAY FOR A CAREER LEAP

## CEIBS INDIAN ALUMNI TELL WHY YOU SHOULD LOOK EAST

Vijay Govind is our MBA2014 alumni, coming from the South Indian State of Kerala. Motivated by his fascination with China, Vijay moved to Shanghai in 2008 to take an IT position at a company in the finance sector. After nine years as an IT consultant he decided to pursue his MBA at CEIBS. After graduation, Vijay made a huge career leap into a new industry – he is now working for the Ford Motor Company as the APAC IT Strategy Manager.



**Q: What do China and Shanghai mean to you?**

A: China has emerged as the clear leader in the Asia-Pacific region and I seriously consider China to be the region where a professional looking to differentiate oneself should work. China offers an environment where ambitious individuals can push and expand their professional horizons, learn new skills, and experience rapid career growth.

Having lived in Shanghai for more than six years, I consider the city my second home. Shanghai, in my opinion, is the ideal entry point into China (and Asia) for anyone coming from abroad. The advantage of Shanghai is that it allows one to significantly boost their career development while enjoying all the benefits of a large, international and cosmopolitan city. Shanghai has something to offer everyone, whether in business or pleasure. I truly enjoy living here.

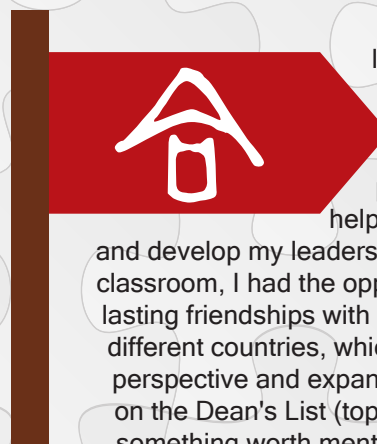
In short, China is the place to be in Asia, and Shanghai is the place to be in China.

**Q: What impact has CEIBS had in helping you advance your career?**

Since I had a strong IT background, my goal during the MBA programme was to leverage my previous experience and my learning to move into a more strategic role in the IT function. I also wanted to change the industry vertical that I was working in. My objective was to transition into manufacturing and the auto industry in China - one of the fastest growing sectors in the country. While I had the confidence that I could make the switch to any industry, I needed to expand my knowledge and establish credibility. The knowledge I gained in the MBA programme and the network I was able to access, combined with the CEIBS brand, helped me to do exactly that. These factors all ensured that I could secure the right interviews with the right people in the right organizations. In essence, the CEIBS MBA helped bridge the gap between my past experience and where I wanted to get to.

**Q: What are your fondest memories from your time spent at CEIBS?**

Hands down, the time spent with my classmates and professors. I had the best time inside as well as outside the class thanks to the people that became a part of my



life during my time at CEIBS. In the classroom, I had the honour of working with some of the smartest people in the world. They helped me shape my perspective and develop my leadership skills. Outside the classroom, I had the opportunity to establish long lasting friendships with people from more than 20 different countries, which helped to further refine my perspective and expand my global network. Being on the Dean's List (top 10% of the class) is also something worth mentioning.

**Q: Why should someone from India consider an MBA in Shanghai vs. one in Europe or the U.S.?**

A: China clearly offers an opportunity for an Indian to differentiate oneself. For most Indians, China is the road less travelled. My personal feeling is that India is following a similar development path as China, and therefore the experience one gets here can be very valuable back home, and anywhere else in the Asia-Pacific region. An MBA in China gives an Indian the opportunity to see how China has managed to deal with many of its developmental issues, and how companies have managed to grow and thrive despite the many challenges. In addition, the opportunity to interact with world class professors, staff and students from around the world, and network with world class alumni and top executives from across China is what makes the experience at CEIBS truly extraordinary.



**Vijay Govind**  
**(CEIBS MBA 2014)**  
**AP IT Strategy Manager**  
**Ford China**