

MADAN BIRLA BIO



Madan Birla is a veteran of the “hard” side of business. In his 22 years at FedEx, he was Managing Director of Long-Range Operations and Facilities Planning, and Materials and Resource Planning before being named Managing Director in the company’s Leadership Institute. For nine years as a member of the Long-Range Planning Committee, he worked closely with Fred Smith (Founder & CEO) and the senior management team in evaluating strategic ‘what-ifs’. At the FedEx Leadership Institute, he excelled as a facilitator of Innovation, Leadership and Life Balance courses for all levels of management throughout the world. Post FedEx, he has been advising executives on how to unleash employee creativity and commitment to build a culture of innovation and performance. He has spoken to employees at Google, IBM, Microsoft, Bridgestone, SONY, Smith & Nephew, TCS, Infosys, Wipro, and other global companies.

His life experiences in two rich cultures, East and West, and his broad educational background have prepared him well to creatively meld ideas from engineering, business and psychology to develop comprehensive ‘Leading for Innovation’ models. He completed his undergraduate work in Mechanical Engineering at BITS Pilani, India. Following that he enrolled at the Illinois Institute of Technology (IIT) in Chicago, IL, where he received his Master of Science degree in Industrial Engineering. After graduating from IIT, he joined RCA in Indianapolis. While in Indianapolis he did graduate work in Business at Butler University. After moving to Memphis to join FedEx, he received a Master of Science degree in Counseling from the University of Memphis.

He is a regular speaker in Executive Education programs at Kellogg Management Institute, Northwestern, Tuck Business School, Dartmouth, University of Miami, Duke, University of North Carolina, American Management Association, The Conference Board, and professional meetings including Society of Human Resource Management (SHRM) Global Human Resource Forums, Tennessee Leadership conference and Leadership Academy, Illinois Institute of Technology, Columbia, Fordham, Indian Institute of Management-Bangalore, Indian School of Business, Singapore Institute of Management, and others.

He has authored **FedEx Delivers: How the World’s Leading Shipping Company Keeps Innovating and Outperforming the Competition**, published by John Wiley & Sons. This book has been translated into Chinese, Russian, Spanish, Korean, Thai, Arabic, Vietnamese and other languages. **Unleashing Creativity and Education: Nine Lessons from Nature**; **Balanced Life & Leadership Excellence: A Nurturing Relationship** has been translated into German

He has received many awards including Membership in Alpha-Pi-Mu, Industrial Engineering Honor Society, Honorary Citizen, City of Indianapolis for community involvement, Five-Star Awards, the highest recognition for Leadership Excellence at FedEx and inducted into the Alumni Hall of Fame, College of Education at the University of Memphis

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