



Take life one day at a time

DR BABY SAM SAAMUEL



EVERYONE HAS A STORY TO TELL, DR BABY SAM

Saamuel's life is a story in itself. A distinguishable name in the field of management consultancy, a man to reckon with, Dr Baby Sam's progressive approach to carving a niche in this segment has earned him recognition as one of the most influential entrepreneurs in Oman. A management professional with over 19 years of managerial experience in Oman, Dr Baby Sam Saamuel is many things.

Wearing multiple hats, his professional expertise and entrepreneurial skills require him to be on his mettle in the best possible ways. Offering an external eye and approach in Turnaround Management, Strategic Consultancy & Business Mentoring, Dr Baby Sam has keenly focused on the strategic growth of fresh start-ups in Oman, catering to their requirements in the roles of Turnaround consultant, Strategic Consultant, Business designer and Organisation Mentor. Today, he is the General Manager of IT solutions firm, Intertech LLC; Business Designer and Organization Mentor of the media house Trifoil Advertising & Publishing SAO.

Taking part in projects with a potential to make a difference in the long run, Dr Baby Sam steered away from big names, leaving large and enticing corporate entities for smaller, yet

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promising firms. He has been instrumental in a magical turnaround of the company Intertech in less than four months. He also brought about a turnaround for the Design & Media House, Adventz LLC, and not only made the venture sustainable in less than six months but also transformed it into the award-winning top digital agency in Muscat that it is today. Establishing these firms into sustainable, profit-making enterprises has given Dr Baby Sam Saamuel the impetus to focus his skills in the direction of management consultancy, particularly in the field of turnaround and crisis management.

As part of his social initiatives, his true calling, Dr Baby Sam Saamuel is actively engaged in seeking and furthering solutions to social problems, through activities and enterprises promoting a cause. Stemming from his personal experience as an entrepreneur, he believes that social entrepreneurship will define the future of humanity. Addressing the need of the hour, Dr Baby Sam advocates the importance of social entrepreneurship which involves supporting and encouraging small enterprises that works to make a positive impact in the community.

Anjappam Charitable Trust, a social welfare organisation in India, is a food-aid project run by volunteers. As the President of

the organisation, he leads a chain of self-sustainable economic restaurants which aim at making fresh, healthy meals available to the marginalized sections of the society at economical, affordable prices, and even for free..

Dr Baby Sam believes that education is the cornerstone of our community that plays a vital role in the continued progress of our economy. Not only does it inculcate individuals with values, ethics and purpose but also serves as an essential component for humanitarian interventions.

Currently, he is the Chairman of the Board of Directors of Indian Schools in Oman, a consortium of 21 Indian schools spread across the Sultanate. As the Director-In-Charge of the Care & Special Education (CSE), he administers the facility that caters to children with special needs in Oman. Also, Dr Baby Sam is the Director of Knowledge Oman, the largest and leading award-winning volunteer and knowledge sharing organisation focused on becoming a catalyst in Oman's transformational journey to become a 'knowledge-based society'.

Through his talks and speeches at various events and academic functions, Dr Baby Sam loves sharing his experience and the journey

to becoming a successful self-made individual. He believes that every individual, irrespective of who they are or where they come from, possess a vast reservoir of latent talents and skills that, if developed, can create the leaders of tomorrow who can work for the betterment of the nation. He has been a visiting management lecturer, keynote speaker, academic & motivational speaker for many seminars, awareness sessions, presentations and panel discussions.

THE JOURNEY SO FAR

I began my career as any fresh management graduate would; my aim & direction were much the same as many others like me back then - focused on acquiring competency and making a mark in the field of marketing management. Gradually, a change in my thought process and the strong urge to follow my passion led me to enter into a series of entrepreneurial ventures. Thus I took up the role of a Business Mentor. This was followed by an opportunity to test my mettle as a Turnaround Consultant. Turnaround management involves analysis and evaluation of an underperforming business to find the right solution to resolve the issue by bringing about sustainable growth, productivity and profitability. Once I got into the task, it was an immediate realization that this was what I want to pursue as my career. Ever since then, my area of expertise majorly focused on Turnaround management, strategic consulting and business mentoring.

Soon, I awoke with the realisation that my true calling was to be an agent of social empowerment. Consequently, I involved in projects and organisations that had a social impact. As a Business Mentor, the emphasis of my work was majorly in supporting and promoting small enterprises, particularly those with the potential for community impact, like social enterprises.

The success mantra

I have learned to take life one day at a time. It helps me focus on the immediate, doable actions, without being caught up in undue worry about the long-term goals. I firmly believe that no human can survive on their own. This thought will bring people together to work and think as a team, enabling powerful interactions and enhanced productivity.

BUSINESS VISION

As a mentor, my goal is to help individuals and organisations

transform by providing them with the best benchmarking practices. I have only begun on that journey and believe there's a lot more to be done to create a positive impact on society.

PERSONAL MISSION

Our commitment to society is not a duty but a way of life. Small acts of kindness can go a long way in making the world a better place. I believe that knowledge and creativity determine the survival and prosperity of nations and my dream is to be a part of that venture, to create a knowledge-based society.

FUTURE PLANS

While the specific vision for each entity may vary, the overall goal is to grow and expand sustainably and establish each as the best in its field. My field of work aims at changing the financial scenario and dealing with turnaround management for organisations, start-ups and social enterprises in Indian and other Middle Eastern markets. Also, I am inclined to promote and establish social enterprises in Oman. As an influencer, I want to help people realize their true potential by stirring the need for self-actualization and self-fulfillment that lies dormant within them. I hope to continue working for the purpose of supporting the creation of a strong, interdependent community.

ADVICE TO YOUNG, BUDDING ENTREPRENEURS

An entrepreneur is an innovator and a market leader; they make their own path and create new market itself. An entrepreneur should be a life-long learner, that too a self-initiated learner. You learn from your experiences, from the people around you, your peers and your competitors. Gaining insights from a Consultant or a Mentor is only an extension – of ensuring creativity and sound management – by complementing the existing resources and continuing to learn from an outsider's perspective. With the current options of a plethora of courses available online, offered by renowned experts & universities worldwide, ignorance is now a choice that we make.

Find your passion and purpose in life. Do anything that you are passionate about but leave your mark on the world. More likely than not, it would intersect with the needs and challenges that we face as a society. Such social interventions result in global sustainable development. Let the ultimate aim be to be the best version of what we can be!

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