

# Leader with a difference — Turnaround Manager and Social Entrepreneur



Baby Sam Samuel — an Entrepreneur and Business Consultant

“The quality of a leader is reflected in the standards they set for themselves”, said Ray Kroc. Baby Sam Samuel - an entrepreneur and business consultant, is a leader who gives and expects the highest standards of excellence from himself. He wears his passion – for entrepreneurship and social change on his sleeves and leads by example, inspiring his team and everyone around him to emulate his dedication and work ethics.

A look into the man behind the persona reveals a leader who is quintessentially humanist, balancing corporate life side by side with his dreams of social entrepreneurship and social change.

As an entrepreneurial executive with more than 15 years of managerial experience, his growth across the years has been slow and silent and is a tale of perseverance. Over the past year, Baby Sam Samuel has been increasingly in the limelight for many and varied reasons. He has been a name to reckon with in the IT industry in Oman for the past decade but has in recent years spread his wings as an agent of social change. He is also an award winning business consultant specialising in niche areas such as Strategic Consultancy and Turnaround Management.

His core expertise runs across several

aspects of business including General Management, Brand Recognition and Management, Business Development, Turnaround & Crisis Management, Tactic & Strategic Management, Innovation consulting, Lean Management and Joint Ventures & Mergers strategies.

Baby Sam Samuel's profile is as varied and diverse as his skills are. His current roles include, among others, General Manager of InterTech LLC, an IT company based in Oman; Business Designer for Adventz LLC, the most prominent design house in Oman; Business Mentor for a few start-ups; Director of Indian Schools in Oman, Director In-charge of Center for Special Education, a special needs educational institute falling under Indian Schools in Oman; Senior Vice President at Knowledge Oman, Oman's largest volunteer organisation; and President of Anjappam, a charitable organisation based in India.

## ENTREPRENEURSHIP

Entrepreneurship is the cornerstone of any nation's development. The government of Oman has time and again reiterated that entrepreneurship is the way forward to bring about economic growth and has been supporting and promoting start-ups and entrepreneurial ventures. Oman being an oil-dependent nation, entrepreneurship and economic diversification is all the more vital for the nation's survival and sustainable growth.



Heralding social change – Baby Sam Samuel

Championing this cause is Samuel who strives to support entrepreneurship in all its forms through his multiple roles as a consultant, entrepreneur, and activist.

Oman's private sector is currently at a threshold of change. Specifically, technological change. While the rest of the developed world has already exploited latest developments in technology and digital media in day to day lives, Oman has so far taken a backseat. Samuel believes that this is about to change as the nation is waking up to the enormous possibilities of ICT and Digital. From a regional perspective, leadership at this juncture

should emulate the vision of our ruler and focus on sustained growth, balancing futuristic vision and regional know-how.

“There's seems to be a positive shift in people's perceptions towards establishing own enterprises and becoming business owners. Young educated Omanis are now beginning to explore niche avenues and unique business models.

The current spate of global oil prices has shown the way forward. Although the economy may be a bit sluggish, I believe the oil crises is a blessing in disguise that will motivate the citizens to tap into the

entrepreneurial potential and drive the government to support them in all ways they can. Smart leaders are those who foresee the opportunities, take the risks and convert these opportunities into success avenues”.

As General Manager of InterTech Oman & Business Mentor of Adventz, Baby Sam dreams to make Oman technologically ready and at par with global markets. Towards this end, InterTech is bringing to Oman cutting edge technologies like cloud computing and need of the hour IT services across critical, security intrinsic areas. InterTech is actively raising awareness in Oman while also partnering with the world's best names in security to address all aspects of security issues. Adventz, on the other hand, is making web presence and e-commerce easily available for start-ups and masses.

## SOCIAL ENTREPRENEURSHIP & SOCIAL CHANGE

Baby Sam is, in particular, a proponent of social entrepreneurship, promoting this cause through Knowledge Oman, a volunteer-based organisation. Social enterprises are those that use the power of business to pursue social missions creating models that align financial performance and social impact. In Oman as well as globally, there is now an increased awareness on the need for social entrepreneurship.

Apart from being the Senior Vice President, he is also leading the Coaching and Mentoring Unit – a division of Knowledge Oman that, through partnerships with renowned organisations like Riyada and C3 – Consult and Coach for a Cause, aims to create and develop entrepreneurs within the nation. Baby Sam Samuel has worked on various projects across the years that fulfil the purpose of Knowledge Oman - Encourage Innovation; Impart Knowledge, Foster Community & Social Growth; and Aid Economy.

“We shall be conducting multiple awareness sessions throughout the nation with a view to promote social entrepreneurship. The initiative works from scratch by creating awareness on the need and importance of social enterprises and then goes on to provide hands on guidance to any passionate entrepreneur who registers with us a potential idea for bringing about a positive societal change. We shall be providing one on one support from day one until the day the idea comes into fruition as an enterprise.”

Anjappam is another social enterprise project in India where Samuel is acting as President of Anjappam charitable trust. He is leading the Anjappam project that is underway - a chain of self-sustainable economic restaurants which aims to make available fresh, healthy meals to the marginalized sections of the society at economical, affordable prices.





Supporting Social Entrepreneurship Development in Oman

Social Enterprises have the scope of impacting various sections of society and promoting a sustainable economy, particularly through effecting much needed changes in society in terms of attitude, access and awareness.

Education is another social area where Samuel is involved as part of his social commitment. He is the Director and Board Member Indian Schools in Oman, a post through which he is also overseeing the functioning of the Center for Special Education as Director In-charge. Samuel is of the opinion that in building a knowledge economy, more important

than the Knowledge Givers are the Knowledge Receivers. In Oman, the youth are eager to learn and seek knowledge in all forms. Towards this quest, seminars, awareness sessions, presentations and panel discussions are offered. He has been a visiting management lecturer, key note speaker for major university events / seminars, panel discussions moderator.

Oman is an enchanting nation with warm, affectionate people. Under the rule of our visionary HM Sultan Qaboos, Oman has made huge leaps from a developing nation to a developed one. One of the salient features of his rule is the



A Knowledge Giver – as Lecturer & Key Note speaker

focus on over all development, in terms of industries, verticals, and geographical regions, all the while placing utmost importance on peace - both within the nation as well as internationally. The onus is now on the citizens as much as the government for the nation to sustain economic growth while retaining the human factor.

“At some point in life, one realizes that social commitment is not just a duty. It is a way of life that I believe every human being will realize sooner or later. Each person, regardless of their age, gender, and background, can always do something

that makes the world a better place to live in. Effecting social change is easier than generally perceived. All it needs is a single step in the right direction. In my case, I believe I am just getting started and realize there’s a lot more that needs to be done that could be more impactful.”

### TURNAROUND MANAGEMENT

It was in 2013 that the chance to take up the role as General Manager of InterTech came his way with the challenge to turnaround the company which had suffered financial losses and was without



a leader.

Turnaround management is the systematic and rapid implementation of a range of measures to correct a seriously unprofitable situation; it is different from general management requiring a special set of strategies and skills. The strategies involved in a turnaround include immediate actions to stop the bleeding as well as long terms actions to bring about sustainability.

In the case of InterTech, Baby Sam took up leadership as General Manager and employed a series of immediate

and long term remedial actions that saw fruit. Within months of his tenure, the company had surfaced from its losses and within two years he had turned around its finances and it was once again profitable and sustainable.

Baby Sam debunks the myth that turnaround management strategies apply only for distressed companies. “It in fact can help in any situation where direction, strategy or a general change of the ways of working needs to be implemented. In fact the strategies of turnaround have not just financial implications, they can even be applied to non-profit, organisations who

## Top Business Leaders

require growth and direction”, says Baby Sam who is currently aiding with four turnaround cases.

### BUSINESS MENTORING

One of Baby Sam’s core skills and services is Business Mentoring which has broad scope as a service & process; it includes leadership and motivation, administrative assistance, commercial counselling, sales & marketing strategies etc. and could be anything from a discussion over coffee to complete overseeing of the business process.

Samuel offers guidance and advice for start-ups and prospective business owners, emanating from his prolific experience. His leadership and management skills are put to good use to aid these organisations in overcoming business hurdles, obtaining growth and achieving their full potential.

He has mentored and led Adventz LLC over the past years and has been instrumental in growing it from a start-up to an award winning media house boasting an innovative team, superlative projects, and prestigious clientele. Alongside, he is currently providing a comprehensive mentoring for two other businesses while also playing the role of a sounding board in an unofficial capacity for a dozen more companies or individuals.

### STRATEGIC MANAGEMENT

A long term strategy facilitator, strategic management is his forte. Since top level decision making is an integral and critical aspect of business, strategic consultancy offers businesses with vital support in development and execution of strategies across all major functional areas.

Although Business Mentoring, Strategic Consultancy and Turnaround Management are offered as separate services, they tend to overlap based on the situation the company is in and therefore for Baby Sam, Business Mentoring often also involves guidance on achieving effective turnaround as well as formulation and implementation of organisational and operational strategies.

### ACHIEVEMENTS

Every successful person has a story to tell with a common theme of hard work, passion and dreaming big. His is no different. He hails from a small town in Kerala, India. Born in 1977 to Mr. and Mrs. Samuelkutty, his formative years were spent in a pleasant and idyllic environment, with his parents instilling in him early on the importance of sheer hard work. After primary education, he chose to follow diverse fields of interest such as Literature, and Human Resources Management and capped it with a Master’s in Business Administration. A lifelong learner, he is currently pursuing a Ph.D. in Entrepreneurship.





Golden Achievement Award 2016 winner for Business Consulting

The Global Achievement Award received in 2016 for outstanding performance and social commitment in the category “Business consulting”, is an acknowledgement of his dedication and excellence. The award constituted by Global Media Events Dubai in association with Kerala Chamber of Commerce & Industry aims to honour and encourage entrepreneurs and professional leaders in India and the Middle East for their exceptional leadership and social commitment.

In other accolades, Oman Technology award, under the auspices of ITA, recognised his digital space [www.babysam.biz](http://www.babysam.biz) and Facebook/[babysam](https://www.facebook.com/babysam). samuel as the best personal website and

personal Facebook page in 2016. He was also awarded the Most Valuable Member award by Knowledge Oman in 2013.

During his tenure InterTech LLC has grown leaps and bounds and has won various awards. On a similar note, Adventz LLC, the Design House led and mentored by Samuel has in the course of his guidance won numerous awards. Adventz was declared as the Best Web Agency of the Year by the Oman Tech Awards in 2016 and has also won several awards at multiple editions of Oman Web Awards.

Baby Sam’s leadership style is participative and motivational, fostering the growth of creativity and innovation



Winner at Oman Tech Awards 2016

in his organisations and employees. His effectual leadership and intrinsic capability to connect with people is evident in the loyalty and retention level of his employees and resources. It is his innate ability to bring out the humane in the mundane that differentiates him from the corporate world.

They say leaders aren’t born; they are made. And they are made just like anything else, through hard work. It is his perseverance and firm belief in his dreams that propel Baby Sam Samuel forward. The journey of a thousand steps begins with a single step. So is the case with him who embarks on lifelong journeys one day at a time.

“I alone cannot change the world, but I can cast a stone across the waters to create many ripples.” Baby Samuel challenges each of us with this oft repeated quote to be the change we wish to see in the world, one step at a time as he does.

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