

Ashwin Mehta, Lecturer
Manning School of Business
University of Massachusetts Lowell
Lowell, MA 01854
ashwin_Mehta@UML.edu
978 934 2728

I have over 45 years of experience in business, industry and academic. I have held executive positions with major multinational corporations; and, founded and operated businesses. Presently, I am teaching several management and entrepreneurship courses at University of Massachusetts, Lowell.

I founded and operated Tariva, Inc., an eCRM software company. Tariva introduced an Internet based CRM product in early 1999; established a marketing arrangement with Computer Associates; product customers included Tyco, MSL, Emerson, Tata, among others. We established a product development center in India, provided directions and built a team of over 30 software engineers for the development and support of iCRM products. In addition to the overall management of the business, I was actively involved in securing major customers and partners. In 2005, Tariva sold its software assets to Sentryport, Inc., a security system company (Santa Barbara, CA).

Prior to that, I founded Mehta Corporation in 1992, a software development and services company. We built the business to 85 software consultants at the year-end 1997. We established a base of over 60 name customers such as Stratus, Nortel, Genuity, CVS Pharmacy, JFK Hospitals, Allmerica Financial, Fleet, Sprint, Johnson & Johnson, EMC, Picturitel, Groupe Bull, State of New Hampshire, Commonwealth of Massachusetts and many more. We formed a number of development partnerships with several software companies for major offshore projects. In addition to operating and managing the business, I was personally engaged in securing new business, systems consulting projects, working with clients to articulate requirements, develop solutions and direct implementation. Mehta Corporation sold its business in 1998 to Vikor, Inc. (Lowell, MA).

Prior to starting my own businesses, I held executive positions with Groupe Bull (France) and Honeywell Information Systems, including Vice President of Corporate Strategic Planning with Groupe Bull from 1987 to 1991. In this capacity I dealt with all major strategic initiatives, developed strategic plans, interacted with Corporate Executive management and the Board. I started my career with Honeywell Information Systems in 1964 in its marketing organization.

I am a Lecturer in Manning School of Business, University of Massachusetts (Lowell) teaching undergraduate and graduate students. I have been teaching Strategic Management, MBA Strategy, Corporate Entrepreneurship, Social Entrepreneurship, Global Enterprise & Competition, Strategic Outsourcing and Management Information Systems. I have developed several courses offered both on-line and on-campus.

I am on the Advisory Board of Manning School of Business and a Board member of Merrimack River Watershed Council (Lawrence). I am a co-founder of Social Catalysts, a nonprofit foundation, addressing social and environmental issues.

I have BS in Mechanical Engineering and an MS in Industrial Engineering. I have also completed management and advanced directors development (eMBA) programs.