

V. V. RAJA RAO

Designation: Assistant Dean, Corporate Relations

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Mr. V. V. Raja Rao is an accomplished professional with over 34 years of diverse experience in hospitality, media, automobiles, and education. He is currently serving as an Assistant Professor of Journalism and Mass Communication, and Assistant Dean of Public and Corporate Relations at Dr. Lankapalli Bullayya College, Visakhapatnam, since December 2020. In this role, he is responsible for PR, placements, skill development, event management, and arranging guest lectures.

Previously, Mr. Raja Rao held senior positions in renowned companies like Toyota Motors and Kasturi & Sons Ltd., where he demonstrated his expertise in service marketing, customer relations, sales, and business development. Notably, he achieved significant accomplishments in reviving inactive clients, generating substantial revenues, and leading major sales campaigns. During his tenure at *The Hindu*, he held the position of Regional General Manager and successfully expanded the circulation of publications across the regions of Visakhapatnam, Vijayawada, and Tirupati.

Mr. Raja Rao's academic qualifications include a Master of Arts in Literature and a Master of Journalism and Mass Communication from Andhra University. He has attended numerous national and international conferences, workshops, and leadership programmes. His expertise spans media relations, public relations, corporate communication, and strategic planning. He is known for his leadership skills, team-building abilities, and dedication to organisational growth.