



**Alumnus** Amit Mukherjee  
**Subject** MBA  
**Graduated** 2007  
**Place of Work** A.P. Moller-Maersk A/S  
**Position** Voice of Customer Manager



The A.P. Moller–Maersk Group is a global company with some 115,000 employees working in over 130 countries. A.P. Moller-Maersk operates in the energy, logistics, retail and manufacturing industries and owns Maersk Line, one of the world's largest shipping companies.

Amit works as one of the project managers within the Product Differentiation stream in Maersk Line, co-ordinating the voices of customers and analysing how the project should be directed to meet customer needs. Product design is then based on these recommendations.

# Great minds *go on to* great places

## **Why did you choose to study at Royal Holloway?**

The association with the University of London as well as the proximity to London were my primary reasons for choosing to study at Royal Holloway. The Royal Holloway brand indicated a commitment to the provision of quality education, which also helped me to come to my decision.

## **What did you enjoy most about your MBA?**

The opportunity to represent the School and university at the John Molson International Business Case competition, held in Canada, was one of the happiest moments of my life. The competition exposed me to an international platform, enabling me to judge my calibre against other MBA students around the world from equally good business schools. I now have a strong network that I am still benefiting from in my professional career.

## **What was your overall Royal Holloway experience like?**

In two words: wonderful and memorable. My fondest memories centre around the sprawling campus. It was a home away from home with all the amenities, and gave me the strong sense of security required to focus on the main purpose of

being there. The College's diversity, given its range of departments and programmes, provided all of us with the opportunity to network and meet people who are now friends for life.

## **What is the most important thing that you learnt whilst studying?**

I learnt to respect every culture, and look for the strengths rather than the weaknesses. In the corporate world you will be working with cultures that excel in areas different from others. The ability to identify the strengths and make the most of these in my assignments was the most important thing that I took away with me.

## **What is your role at A.P. Moller-Maersk?**

I am one of the Project Managers in the Product Differentiation work stream, which is part of a global project called 'On Time Delivery Leap'. I co-ordinate the voices of customers and analyse how the project should be directed to meet customer needs. Once the feasibility study has been completed, I suggest recommendations to the internal stakeholders responsible for designing the product. I then work with pilot customers to test the products and measure their success ratio. In short, I am the face of the organisation to our external stakeholders for this project.

## **What do you enjoy about your role?**

I recently relocated from Liverpool to Copenhagen for this role. I frequently travel abroad, enjoying the opportunities for interacting with customers of different backgrounds from a range of industries spanning all the major continents. It is slowly making me a people person and helping me carve my niche in the consulting world. I aspired to be a part of this industry after graduating from the MBA, and my studies continue to help me in my career and current role.

## **What do you do in a typical day, and what are the best parts?**

On a typical day I work on six sigma models and presentations of the project that I am managing. The best part of my work is when I have to refer back to my customer interview notes to support my recommendations, because I know that every recommendation that I make is based on what real business people think. I enjoy the feeling that my work supports the true voices of the people for whom this project is being designed. My job title, 'Voice of Customer Co-ordinator', truly reflects this.



# people *with* passion

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## What would be your top tip for students looking to break into the business world?

I would say: identify the fields you wish to pursue after completing your studies, and start working towards applying for and networking within them whilst you are studying. For MBA students, this should be from the first month of the course. Do not rule out the possibility of going back to work in the same industry you were working in before starting the course. It often works as the ‘cushioning factor’ before you get the right break in your target industry.

## What connection have you had with Royal Holloway since graduating?

I have always aimed to be an active member of the alumni community, because I want to feel that I can give back something after receiving such a great level of support from the College with regards to building my career. In 2008 I returned to the School to provide assistance, support and coaching to MBA students participating in the John Molson International Case Competition. I think that this was particularly valuable for the students, as I was a member of the team the previous year and helped earn Royal Holloway a respectable position in the competition. In addition, I have also come back to the School to provide support for assessments, most recently in 2010 for the AMBA re-accreditation process.

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