

Brief Profile of Rajeev Surana (updated on 18-May-2016)



Rajeev Surana is a Chemical Engineer, MBA in Marketing & registered Patent Agent by qualification and an Entrepreneur at heart currently as Founder & CEO of Scinnovation Consultants Pvt. Ltd., an Innovation, Intellectual Property and R&D solutions provider based out of Mumbai, India.

He is also the cofounder of Colour Me Mad, an exciting venture into customized footwear along with his wife, Trishla Surana the brain behind the same.

He is on the board of Patent Agent Association India (PAAI) and ex-board member of Licensing Executive Society (LESI) India chapter as also a visiting faculty with University of Mumbai-Law Dept. & regular columnist with Entrepreneur magazine with articles on 'How IP can be used as a collateral', 'Using IP to increase value during sale of an asset' etc.

To demystify IP, Rajeev has also authored his first book, 'Bencil presents Protect Your Ideas' released on 26th April 2012 by Dr. Ruchi Tiwari-Deputy Controller of Patents & Designs and has been conducting 'Bencil IP Clinic' which are IP workshops to reach out to different target audiences which include Chartered Accountants, Management Consultants, Students, Entrepreneurs, Innovators etc.

He is due to launch his second book based on inspiring stories of Innovators titled 'Even You Can Innovate' on 30th Sep 2016 in Mumbai.

During his career spanning about 20 years, he has worked in marketing medical KPO services to doctors & pharma cos., recruiting scarce R&D talent, creating a database of global scientists & technologists of Indian origin for National Knowledge Commission (a project under PM office), connecting Innovators to Entrepreneurs for deal making, training Innovators to commercialise their ideas, helping Institutes, Consultants & SMEs realise their latent Intellectual Property to gain financial and business value.

Rajeev is passionate to share about the innovation landscape in India and the emerging role of Intellectual Property in a knowledge economy.

He is also an avid marathoner and can be spotted running on the streets of South Mumbai as also is associated with Vatsalya Foundation which is involved in rehabilitation of street children.