

DR. ASHA PETER

Managing Director | Academic & Institutional Leadership

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PROFESSIONAL SUMMARY

Results-driven Executive Director and psychologist with 15+ years of progressive leadership across educational institutions in the UAE, UK, and India. Proven record of building and scaling organisations, driving revenue growth, establishing academic quality frameworks, and leading cross-functional teams. Deep expertise in strategic planning, business development, stakeholder management, and institutional governance. Holds a PhD in Psychology and an MBA; multilingual communicator with a track record of placing 200+ senior UAE professionals in UK doctoral programmes.

CORE COMPETENCIES

Strategic Planning & Execution	Executive Leadership & Governance	Business Development & Growth
Academic Quality Assurance	Stakeholder & Partner Management	P&L / Budget Management
Team Building & Talent Strategy	Institutional Policy Development	Psychological Counselling

PROFESSIONAL EXPERIENCE

Managing Director

2016 – Present

BTEC Management Consultancy, UAE

- Lead full organisational operations across all business functions including strategy, finance, HR, service delivery, and a service and maintenance profit centre.
- Design and implement operational infrastructure—systems, processes, and personnel—to support rapid and sustained organisational growth.
- Drive a progressive business development strategy, securing new revenue streams and delivering innovative solutions that strengthen the organisation’s reputation across the training sector.
- Cultivate strategic partnerships with divisional and group companies, identifying commercial opportunities and delivering measurable operational improvements.
- Develop and execute long-term strategic plans to maximise profitability, mitigate financial risk, and uphold excellence in service delivery.
- Develop and communicate annual business plans aligned to long-term growth objectives, building a predictable and growing revenue pipeline in line with agreed targets.
- Drive cultural and operational transformation across the organisation to embed continuous improvement.

Academic Director

2015 – Present

Admissions HR & Management Consultancy (BTEC Sister Company), UAE

- Successfully recruited and enrolled **200+ elite UAE nationals** from senior managerial positions into doctoral programmes at Aberystwyth University, University of Gloucestershire, and University of Derby.
- Established and maintained a comprehensive Academic Quality Framework encompassing policies, processes, and procedures to ensure programme delivery and assessments meet all stakeholder and awarding body requirements.
- Oversaw recruitment and management of external academic consultants responsible for syllabus development, assessment design, and moderation.
- Managed the Academic Directorate budget, ensuring cost-effective delivery of all essential academic activities.
- Collaborated with quality committees and the External Academic Auditor to provide robust information for academic oversight and governance decisions.
- Extended expert guidance for postgraduate students and supported enrolment in UK universities.

Business Faculty — Undergraduate & Postgraduate

2015 – Present

Admissions HR & Management Consultancy, UAE

- Designed and delivered interactive workshops for Business Management modules at Bachelor’s and Master’s levels.
- Developed assessment instruments aligned to awarding body expectations; provided one-to-one tutorials and structured feedback to candidates.
- Maintained comprehensive documentation of teaching, learning, and assessment evidence.

Guest Psychologist

Allianz Cornhill, Technopark, Trivandrum, India

2012 – 2014

- Delivered individual and group psychological counselling services to employees across multiple departments.
- Developed and implemented evidence-based behavioural modification programmes, documenting measurable progress for each client.
- Promoted workplace inclusion by collaborating across services to close attainment and wellbeing gaps.

Faculty, Trainer & Counsellor

TKM Institute of Management, Kerala, India

2008 – 2010

- Delivered soft skills training and counselling programmes for MBA students, driving measurable improvements in student performance and well-being.
- Designed and facilitated induction programmes for new joiners across TKM group companies.
- Counselling individuals on personal, social, and behavioural challenges affecting their academic and vocational progress.
- Collaborated with parents, teachers, and administrators to resolve complex student issues.

Research Scholar

Kerala University, Kariavattom Campus, India

2010 – 2014

- Conducted doctoral research on Psychological Empowerment of Management Students; devised training programmes for holistic student enhancement.
- Spearheaded development of a rehabilitation programme for adults and children with behavioural disorders.
- Trained and supervised direct-care staff in case management, counselling, and behavioural modification.
- Served as Joint Secretary, Alumni Association of Psychology (ORMA), Kerala University.

EDUCATION

PhD, Psychological Empowerment of Management Students University of Kerala, Trivandrum, India	2014
Master of Business Administration (MBA) University of Bolton, UK	2018
L7 Postgraduate Diploma in Strategic Management & Leadership Qualifi, UK	2017
Master of Philosophy (MPhil), Consulting Psychology University of Kerala, Trivandrum, India	2008
Master of Arts, Applied Psychology University of Kerala, Trivandrum, India	2006
Bachelor of Arts, Psychology University of Kerala, Trivandrum, India	2004

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Certified Assessor — Level 5 Composite Award in Assessing Learners (2017)
- Faculty Development Programme on Research Methods — TKM Institute of Management
- Neuro-Linguistic Programming (NLP) — Dr. Abraham, Mind Masters, Trivandrum
- Workshop on Recognition & Management of Stress — Karunasai De-Addiction and Mental Health Institute
- International Seminar on Igniting Young Minds — TKM Institute of Management

PUBLICATIONS & RESEARCH PRESENTATIONS

- *Career Aspiration among Management Students* — Published, Golden Research Thoughts International Journal, India (2013)
- *Effect of De-Addiction Treatment on Anxiety, Depression, Stress and Self-Efficacy of Alcohol Dependents* — Published, The Psyche Space International Research Journal, India (2013)
- *Managerial Efficacy and Mental Health among Management Students* — Presented, University of Calicut, India (2013)
- *Teenagers' Perception of Life Situations: Implications for Counselling Needs* — Presented, University of Kerala, India (2012)