



# Ramesh Ganesan

## Relationship Manager

Meet Ramesh Ganesan, Aspeq's Relationship Manager, a seasoned professional in connecting cutting-edge technologies with new markets. With a rich background spanning innovation, government, and education sectors, Ramesh is well positioned to drive Aspeq's growth, particularly in expanding its world-class examination services into new sectors.

## A Career Forged in Business Development & Education

Ramesh's journey started with a law degree from Hull University, following a traditional career path expected in many Asian families. However, his passion lay elsewhere. After a stint as cabin crew with Singapore Airlines, Ramesh joined MBF Education in Malaysia, a pioneering finance company investing in private education institutions. This marked the beginning of his lifelong dedication to business development in education.

"I felt lucky to be part of the early stages of private education in Asia. We opened doors for students to gain international qualifications locally," he reflects. This experience laid the foundation for his future roles in the education sector, where he focused on business development and student recruitment.

## From Malaysia to New Zealand

Ramesh's career took a turn when his wife's job brought them to Palmerston North, New Zealand. He embraced the opportunity to earn a Master's in Management Systems from Massey University, later teaching on the MBA programme at the University of Ballarat's Upper Hutt campus.

Ramesh then joined Wellington's economic development agency, focusing on promoting the city's education and technology sectors. His role involved producing economic reports and showcasing Wellington's tertiary education to attract international talent, significantly enhancing his understanding of local government operations.

## Building International Relationships in Government

Ramesh transitioned to a central government role at the Ministry of Science and Innovation, where he built international partnerships with Singapore, Australia, India, and the US. This experience deepened his understanding of how policy influences business operations and consumer outcomes.

He later became Manager of Strategic Partnerships at ESR, New Zealand's leading research institute in forensics and public health. Ramesh thrived in this fast-paced environment, playing a key role in New Zealand's COVID-19 response. After seven impactful years, he sought a return to business development.

## Leading Growth in New Markets

Ramesh's main focus is on managing and expanding Aspeq's partnerships, especially within government and education.

"This industry is crucial," Ramesh explains. "The examinations we deliver ensure that professionals in aviation, law enforcement, and essential services are qualified to perform their duties safely. Without these rigorous assessments, we would face far greater risks in everyday life."

"We're known for navigating complex, regulated environments to deliver exceptional assessment services. I'm excited to build on this reputation and expand our offerings across sectors".

Ramesh's strategic insight and experience in connecting innovative products with new markets make him a key driver in Aspeq's mission to enhance its global presence in assessment services.