

LAKSHAY BEHL

Chief Systems Architect

"The world works the way it works,
not the way you want it to..."



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PROFILE : Business Systems Architect

A Business Systems Architect systemizes and automates the various operational aspects of a business. He also systemizes, automates or templatizes several marketing processes. This enables the business owner to focus on GROWING their business rather than RUNNING it or managing it on day-to-day basis. Mr. Lakshay Behl is responsible for developing systems architecture for Westernston as well as clients of Westernston's.

EXPERIENCE :

CHIEF SYSTEMS ARCHITECT

Westernston, Inc. > 2015 - present

Westernston gives you the training, tools and community you need as a business leader to grow your business. Times have changed. Today, customers are spoiled for choice. While you are competing for every last sale... every last dollar in revenue... your audience likely thinks you're just another seller... no different from the rest.

As such they exhibit no loyalty to your offers or brand. Westernston's objective is to help you turn the table on your competitors... and grow your business exponentially by leveraging what is seemingly a threat - too much competition.

Lakshay Behl is the chief systems architect at Westernston charged with systemizing Westernston's internal operations, as well as our premiere clients' operations.

SENIOR FUNDS MANAGER

Behl Capital > 2013 - present

Behl Capital acquires successful and well-established small and medium enterprises with a proven track record, and connects investors seeking managed investment solutions with business owners looking for a strong exit.

Lakshay Behl is the senior funds manager at Behl Capital, and is responsible for picking the right investables.

BLOGGER, VLOGGER & SPEAKER

Brookwater Innovations > 2015 - present

Lakshay Behl writes and speaks about productivity, stoicism & effectiveness at www.lakshaybehl.com.

SKILLS :

SYSTEMS ARCHITECTURE

PRODUCT LAUNCH

BUSINESS STRATEGY

BRAND ESTABLISHMENT

MARKETING INNOVATION

EDUCATION :

IIT Delhi - 2006 > 2011

Bachelor of Technology in Civil Engineering,
minored in Finance & Marketing.

NEW ERA PUBLIC SCHOOL - 1995 > 2006

Deep focus on Physics, Chemistry,
Mathematics, History & Language

BUSINESS PRESENCE :

