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# Jha of Synzen Ventures joins Principals Direct Group as strategic partner

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Vikash Jha

New York, NY According to Steve Kirschner, Vikash Jha, president of Synzen Ventures has joined Principals Direct Group as a strategic partner.

Jha is a strategic business advisor with over 20 years of international management consulting experience.Jha advises founder/entrepreneurs, C-suite and senior executives in the U.S. and globally by identifying non-obvious and innovative opportunities, and by leveraging private equity, family offices, venture capital, hedge funds, and capitalizing interests in the growth of their firms.

His focus areas are:

Commercial real estate: Hotels (chains, luxury, boutiques), hospitality, multifamily units; office and retail; commercial and shopping centers; industrial, medical, and recreational centers; manufacturing, warehouses, and storage facilities.

Start-ups (pre-seed, seed, series A through pre-IPO): FutureTech (FinTech, HealthTech, SustainableTech, Clean EnergyTech, FoodTech, WellnessTech); B2B and B2C platforms; smart cities; autonomous vehicles; Blockchain; cybersecurity, AI, machine learning, cloud-computing, and Internet Of Things (IoT).

International business development: Advisory services for global companies to expand in the U.S. as well as U.S. and International companies to expand globally, including India.

Jha has an M.B.A. from the Institute Of Rural Management, Gujarat, India and a B.S., from the University Of Delhi, New Delhi, India (both, India's top-ranked programs).

He also holds advanced certificates in Strategy Execution from Harvard Business School and Digital Transformation from Massachusetts Institute of Technology (MIT).

Over the last two decades, Jha has advised Goldman Sachs, Bank of America, Merrill Lynch, Deutsche Bank, Barclays Capital, PepsiCo, Philip Morris, JP Morgan Chase, and GMAC (now Ally Bank) in the areas of corporate strategy, mergers and acquisitions, corporate spin-offs, board and executive advisory, enterprise risk and regulatory management, operation optimizations, product development and, corporate restructuring.