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| SUBHASISH ROY CHOWDHURYSeasoned Professional With Over 18 Years Of Experience In Automotive Field With OEM Sales And Marketing, International Business Development And Product Management. Has An Excellent Reputation For Resolving Problems And Ensuring Timely Response To Customer To Enhance Customer Satisfaction.

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**PERSONAL PROFILE**

Strategic professional with 18 years of experience in Automotive Industry in Sales and Marketing and is repeatedly producing sustained business and revenue growth in changing markets. Looking for senior-level assignments in Marketing and Business Development and Product management.

**Currently working in different EV or E- Mobility projects and developed a vast base of customer in this segment.**

**EXECUTIVE SUMMARY**

* Result-driven professional with high integrity, offering over 18 years of experience in international business (exports) & domestic marketing with major OEMS, Tier 1 and Aftermarket customers.
* Proven track record of achieving /exceeding revenue targets, opening new & profitable product markets, setting and scaling-up business operations in emerging areas.
* Strong business acumen for success in mature, emerging & new market ventures, relationship management with complex customer organizational structures; hands-on leader who thrives on complexity.
* Consistently worked towards delivering multiple digit growth of revenue, increasing market share YOY and improved ROI through long-term planning.
* Leader & Organizational Change Agent, delivering business results by focusing on improving the business processes to establish competitive edge both in terms of reach enhancement & surpassing EBIDA projections.
* Responsible for penetration and expanding in E- Mobility or EV segment.
* Proficient in managing change, business excellence and part of varied working culture in leading automotive organizations.

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|  | **Skills** |

Business Analytics

OEM Sales and Marketing.

International Business Development

Export Sales

Customer Relationship Management

Handling RFQ and RFI

Pricing and Negotiation

Team Player and Leadership

Sales Budgeting, Forecasting & Revenue Growth

Product Management, Strategies and Roadmap

Product Marketing

Marketing strategies

Project management and handling CFT

Stakeholder management

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|  | **Work History** |

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| Mar 2020 - Current | **Marketing Head (Sr. Manager)** *TVS Sundram Fasteners, Chennai* **Product**: Radiator Cap and Assemblies**Major Customers :** **Exports:** Ford, GM, Stellantis, Navistar, Daimler and Caterpillar**Domestic:** MSIL, Tata Motors, Mahindra and Bajaj**Key Result Areas** :* Acquiring, engaging and retaining customers through strategic and tactical engagements and administering end-to-end sales process.
* Acting as representative of organization in external/internal forums, market/competitor intelligence and providing appropriate inputs to senior management and operation teams based on changing customer requirements.
* New product management, formulating strategies and roadmap.
* Leading, managing, motivating, influencing, and developing individuals and cross-functional teams.
* Team player and comfortable in working in Matrix organization.
* Working on relationship building with customers, co-ordination on ongoing and potential business engagements.
* Strong business acumen. Working on market research constantly for entry into new customers, geographies and segments.
* Strong customer focus and centricity.
* Engaging with stakeholders including marketing teams and other CFT to ensure organizational goals and also customer timelines are met. This includes timely response to RFQs, PPAP submission to facilitate SOP at customer end.
* Driving business plan target and constantly monitoring development of market ,customers growth, penetration into new geographies and maximized performance by monitoring daily activities and mentoring team members.
* Performing monthly sales forecasting and competitive analysis to determine accurate performance levels and need for growth into current and additional vertical markets and product categories
* Ensuring timely payment collection from customers.
* Adaptable and proficient in learning new concepts quickly and efficiently.

**Achievements:*** Leading team of 5 members currently. Managing sales with annual revenue of INR **150** Crores from 250 different customers which includes 75% from Exports and 25% from Domestic
* Continuous Market analysis and identifying potential customers for entry. Added 3 major players in Electric Vehicles, 2 from Non-Auto and 2 from Aftermarket in last two years which have added total value of INR **30 Crores** in Turnover.
* Grew and maintained existing customers. Increased SOB with Stellantis from **13% to 31%** in last two years by entering into their E-Mobility or EV Platform.
* Increased SOB with Ford **16% to 24%** by entering into new Geographies and EV segment.
* Played major role in receiving raw material price increase from customers of INR 2 Crores thereby increasing profitability.
* Working to build and alter dependency from 76% ICE & 24%EV to 50% ICE & 50%EV in next 3 years.
* Recognized for efforts in TVS Sundram Fasteners and given additional responsibility to manage Aerospace fasteners business with value of **20 Crores** annually.
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| Jul-2017–Feb-2020 | **Manager- Marketing** *Rane TRW Steering Systems Pvt. Ltd, Chennai* **Product:** Hydraulic Steering Gears and Pump**Major Customers:** Mahindra and Force Motors**Key Result Areas*** Maintained existing business and entry into new business with automotive segment of **M&M and also Force Motors.**
* Identified new customers especially from Electric Vehicle segment.
* Accomplished multiple tasks within established timeframes.
* Market Research and Product marketing.
* RFQ/ RFI handling, pricing and negotiation.

**Achievements:*** Developed strategic partnership for Scorpio platform for M&M Power Rack and Pinion thereby added business revenue of **INR 4 Crores** annually
* Explored potential business avenues and achieved new business for Bolero Platform with Box Type Gears with M&M. Resulted in additional revenue of **INR 1 Crores** annually.
* Added customers like BYD and progressed with discussion with various start-up companies.
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| Jul 2007 – Jun-2017 | **Deputy Manager International Business** *Motherson Sumi Systems Ltd,( Worked seven years in Motherson Noida and 3 years at MSSL Sharjah)***Product:** Wiring Harness**Major Customers:** Valeo, Magneti Marelli, Automotive Lighting, Claas, John Deere, Komatsu,Rocla, Mitsubishi Caterpillar and Volvo**Key Result Areas*** Managed annual turnover of **INR 30 Crores.** Worked as Key Account Manager for major customers in Europe and USA.
* RFQ/ RFI handling, pricing and negotiation.
* Exceeded goals through effective task prioritization and great work ethics.
* Collaborated with team members to achieve target results and double digit growth.
* Ensured timely completion of project by leading CFT and ensuring it is as per customer requirements.

**Achievements ( MSSL Noida)*** Played major role in winning business of **Valeo** which is currently a major customer in Motherson Sumi with total revenue of **INR 60 Crores** annually from all global locations.

**Achievements( MSSL Sharjah)*** Ascertained new markets and business opportunities by winning business from **John Deere, Germany and Claas Tractors, France** with total revenue of **INR 20 Crores** annually from all global locations.
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| Mar 2006 –May 2007 | **Engineer Marketing.** *Imperial Auto Industries Ltd, Faridabad* **Product:** Rubber Hose and Fluid Transmission system**Key Result Areas*** Worked on new business development & sales activities. Taking care business of around INR **0.5 Crores** annually. Dealing with clients like **M&M and Ashok Leyland,**
* Participated in formal internal design reviews of proposed products and components.
* Provided input to team lead regarding areas for process and procedural improvement thereby worked for increased customer satisfaction.
* Developed positive working relationships with stakeholders to effectively coordinate work activities.
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|  | **Education** |

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| 1999-2003 | B.E.: Mechanical *KDK College of Engineering - Nagpur* |

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| 2003- 2005 | MBA: Marketing *Techno India - Kolkata* |

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| Feb-2023 - Current | Professional Certification: Product Management *SP Jain School of Global Management - Mumbai***Certifications**Certified Associate in Project Management. from PMI, USASix Sigma Yellow Belt from Sparen &Gewinn Consulting, IndiaBusiness Analytics from Simplilearn Institute, India |