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PROFESSIONAL PROFILE & PERFORMANCE HIGHLIGHTS

Product Development | Procurement | Manufacturing Operations

(Online Market Places | D2C | Startup's | Manufacturing | OEM)

- **Accomplished Product & Procurement Leader** backed by a strong 10+ year track record of accelerating business growth across Online Market Places | D2C - Startup's at firms such as **Zetwerk, Atomberg**. Unique experience of working in Global Giants Such as **Panasonic** and **Godrej & Boyce** as well as new age startups both
- A seasoned leader who brings industry best process expertise into the systems acquired from global sourcing networks and the exuberance of young startups for fast and steady business growth.
- Helped companies across Start-ups and large corporates scale and expand fast, Developing & Launching New products, ensuring delivery of unique products and experiences, strong cost control and a focus on profitability.
- **Strong General Management and Cross Functional Leader**. Lead teams in various functions like New Product Development, Category & Product Management, Commercial, Supply Chain and Procurement, Operations, Project Management, across diversified businesses like Start-ups, Manufacturing, Consumer Goods and Healthcare for the past 10 years
- **Built scalable systems for ease SCM operations**. Setting of Vertical from scratch like procurement function, Warehouse, Import Export for end-to-end fulfilment. Tracking key metrics like Order fulfilment, Space Utilization, Delivery time. Controlling Opex cost to improve overall GMV

KEY SKILLS/CORE COMPETENCIES

Strong Leadership | Supply Chain Management | International Expansion Global Sourcing & Procurement | Warehousing | Project Management
| Building Scalable Systems | Vendor Management | Financial & ROI Analysis | Negotiation Skills

PROFESSIONAL EXPERIENCE & SELECT ACCOMPLISHMENTS

| Venwiz Technologies Pvt Ltd

May 2023- Present

Vendor Engagement

(Venwiz is B2B market place for all the manufacturing Service needs across India market. Venwiz is fastest growing Start-up in India right now).

Oversee the engagement of various vendors in the categories likes Category buying, CAPEX, OPEX and other Procurement activities..

KEY RESPONSIBILITIES

- **Vendor Development:** Identifying trusted partners across the 15000+ internal funnel and building a Pool of partners
- **Vendor Engagement:** Engaging the service vendors across India to be associated with Venwiz for long time
- **Value addition to the vendors:** Providing various value added services to vendors to help their business

| Zetwerk Manufacturing Businesses Pvt Ltd

Sep 2021- Jan-2023

Category Management & Contract Manufacturing

(Zetwerk is B2B market place for all the manufacturing needs across India & International market. Zetwerk is fastest growing unicorn in India right now).

Oversee Small Kitchen Appliances Product Categories like – Mixer Grinders, Induction Cooktops, SS & Triply Cookware, Fans, Gas Cooktop and OTG.

KEY RESPONSIBILITIES

- ☐ **Oversee D2C Products launch and planning for Clients:** New Product Development & Launching for Ecommerce & Retail customers.
- ☐ **Category Management:** Handling D2C Small Kitchen Appliance product accounts for Big Ecommerce players like Amazon & Flipkart and other Retail customers
- ☐ **Category Procurement:** Buying category items as per store level GMV targets. Monitoring and mentoring purchase team for growth Working to define broader Supply Chain spectrum of the business and right fitment of SCM for fast scaling and network building.
- ☐ **Lead Business Expansion plans for new Products and onboarding new Clients.**
- ☐ **Cost control initiatives that drive profitability.** Oversee Business Planning, Product Pricing, growth, Cogs Control, P&L, Contracts, Procurement, Pricing, Margin calculation, costing & controls
- ☐ **Cost Reduction:** Managed categories of vendors from a life cycle perspective with a focus on reducing cost, and increasing the overall value of suppliers; achieved 17% in small appliances
- ☐ **Global Sourcing:** Building global sourcing networks for efficient and low-cost supply chain model. Overseeing the entire Procure to Pay (P2P) and commercial process of procurement

KEY LEADERSHIP IMPACT

- ☐ **Achieved 15% P&L improvement in D2C categories**
- ☐ **Launched multiple products in Kitchen Appliances category**
- ☐ Established Centre of Excellence for category and non-category commercials.

PAN INDIA & INTERNATIONAL EXPANSION

- ☐ **Established procurement for Zetwerk expansion into across India, China and Vietnam.**

| Manager-Product Development & Sourcing | Godrej & Boyce Mfg. Co. Ltd

Dec 2019 – Aug 2021

Part of innovation cell and Working closely on Various Products Development & Launch
Played a key role in localization of vendors for Electronics & Other commodities during Covid.
Global sourcing for new products in Medical & Small Appliances category

KEY RESPONSIBILITIES

- ☐ Managed a new range of product development initiatives for Thermo-electric products.
- ☐ Undertook Localization projects for imported items to minimize cost.
- ☐ Identified and developed new suppliers and their processes for Thermoelectric applications.
- ☐ Targeted BOM Cost reduction via opportunity assessment & strategic sourcing levers
- ☐ Developed a new form of supplier partnership across the industry and a new business model for relationships and setting benchmarks for future cost competitiveness.
- ☐ Liaised with an external design house for the development of Prototypes and Product drawings.

| Assistant Manager- Strategic Sourcing | Panasonic India

Apr 2019 - Nov 2019

Global Strategic Sourcing & OEM Handling

KEY RESPONSIBILITIES

- ☐ Developed 7 OEM's & 40+ SKUs to boost capacity(feasibility study, PO release & timeline plan)
- ☐ Achieved INR-40M cost savings through cost reduction activities
- ☐ Supplier Assessments during the supplier selection process ensure proper on-boarding
- ☐ Conducted Product Quality audits (incl. random PDI) & led improvements projects
- ☐ Audited Engineering contractor & Manufacturer's quality & qualifications prior to on-boarding- Developed

| Manager - Operations & Procurement| Atomberg Technologies

Aug 2016 - Mar 2019

(Atomberg is a fastest growing & one of the top D2C consumer brand in India manufacturing energy efficient products.)

Established manufacturing facility for multiple products assembly and Oversee annual spends on Direct and Indirect categories, CAPEX, OPEX and other Procurement activities. Hired in Atomberg in the early stage to setup Procurement & Manufacturing team for rapid expansion and growth.

KEY RESPONSIBILITIES

- ☐ Initiated NPD, involving Sheet Metal, Plastic & Casting components
- ☐ Launched multiple new SKU's by doing market research for small appliances category
- ☐ Established In-house production facility - Navi Mumbai, Maharashtra
- ☐ Boosted plant production capacity from 500 to 30000 units per month, in the span of 18 months
- ☐ Designed & Implemented SOPs & quality policies for each production process
- ☐ Training & Development for New hired manpower for Assembly and manufacturing process
- ☐ Establish strong Supplier relationships, effectively manage category supply base, perform advanced and intricate negotiations, and oversee the selection of key vendors.
- ☐ Monitor market evolution and perform market intelligence research for global commodities and currency fluctuations as well as future trends both technical and environmental.
- ☐ Scheduling team assignments to achieve the pre-set goals within time, quality & cost parameters
- ☐ Responsible to maintain supply continuity via risk identification and mitigation.
- ☐ Develop, plan, monitor, and execute direct material cost out projects for suppliers, providing savings to achieve SCM objective

| Engineer – Production Planning & Control | Kaanak Industries

Jul 2013 - Jul 2016

KEY RESPONSIBILITIES

- ☐ Monitored shop floor production and quality Powder Coating incl. paint Shop & Die Casting
- ☐ Formulated master schedule establishing sequence & lead time of operations to meet schedule. Prepared production reports to track Project status of assigned projects
- ☐ Planned sequence of fabrication, assembly, installation, and other manufacturing operations
- ☐ Prepared and Managed Skill Matrix for Production Workers based on their Performances.
- ☐ Through continuous improvement of machinery provide support to enhance the plant production capacity

EDUCATION|IT SKILLS|CERTIFICATIONS

Executive MBA- Indian Institute of Management, Bangalore
B.Tech- EEE | Jawaharlal Nehru Technological University