

# Ramsubramanian. A.N

Assistant Manager, Sales & Marketing

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- Seeking challenging assignments in Industries that would make a positive difference to the organisations by facilitating the maximum utilization and application of my broad skills and expertise
- **Overall 10+ years in Automobile industry**
- **Current Employer:** M/s. Sundaram Clayton Limited – Die casting division, TVS group
- **Business development coordinator for SCL**
- **Key account manager and single point contact to a Strategic Global Commercial Vehicle growth customer. for SCL.** Exposure to **multi-cultural work** environment.
- Part of strategic planning team for framing long term vision and mission for SCL by analyzing industry prospects, technology advancements and business engagement with customer
- Hands-on experience in project management through Advanced Product quality Planning (APQP), budget planning and capacity planning through lean manufacturing, Risk and mitigation plan, budget control, developing Potential Failure Mode Effective Analysis (PFMEA), various other parts of Production Part
- Strong networking and analytical skills - **New business development activities - collecting competitor information, identifying and converting potential business opportunities.**
- Experienced in pricing, cost structure and pricing methodology
- **Recognized and Sponsored by M/s. Sundaram Clayton Limited to pursue M.Sc. in Industrial Engineering from University of Warwick, United Kingdom**
- **Masters Project: Improving the process through Value stream mapping and other tools of Lean manufacturing**
- Being a certified IATF internal auditor, have resolved many NCR's across departments within the organization towards IATF requirement
- Implemented returnable packaging from Overseas WH to customer end for new products implemented in 2020 and 2021
- Groomed in a TQM based culture which helps to systematically improve and sustain processes and improvements



## Work History

**Apr 2018 -  
Current**

### **Assistant Manager, Marketing**

*Sundaram Clayton Limited, Chennai, Tamil Nadu*

Responsibilities :

- Key Account Manager for DAF & PACCAR (Exports) – 20mn EUR
- Responsible for both sales, business development and profitability
- Single point of contact for all transactions related to this customer
- Won business more than 30 mn EUR across various geography with DAF/Paccar customer
- Responsible for overseas multi-location pipeline management including demand review based on contract, after market order fulfilment.

- Scheduling customer calls to review and resolve supply chain crisis
- Successfully ramped up 37 New products to a new customer group within DAF/Paccar in record 6 months' timeline by coordination between Purchasing, Production, Engineering teams
- Supply chain crisis management for steep rampup of multiple customer and inhouse facilities
- Successfully coordinated and solved multiple supply chain, logistics issues and sudden customer needs
- Monitor forex and RM price movement and to actualize price with customer.
- Contract review and flagging quality, capacity and warranty claims and analyze potential liability exposure the incident necessitates.
- Framing yearly and 3 year sales plan based on market analysis and customer forecasts including PDCA process of previous years
- Market analysis update based on SCL's global geographic presence
- Made best usage of RPA(Robotic process for Automation) for automation of pipeline reports for accurate planning
- Secure business based on results out of capacity availability analysis
- Basic knowledge on working with SAP – SD module

**Apr 2015 -  
Mar 2018**

### **Senior Engineer, Production**

*Sundaram Clayton Limited, Hosur, Tamil Nadu*

- Ensuring successful project launch with adherence to APQP project time line and cost, ensuring profitable business case.
- Part of New program development team. Dealt with suppliers for negotiation of dies readiness and commercial closure
- Dealing with OEM customers regarding supply (TVSM, Wabco)
- Process owner end to end – Responsible for Production, Delivery as per customer requirement and Quality.
- Capacity planning and initiate actions based on demand and market forecast.
- Developed new products for TVSM like Crank cases, Cover parts, Pillion handles – for TVSM (Design not included).
- Successfully launched 12 projects in short period of time.
- Systematically solved many quality / productivity / value stream related problems.
- Able team leader and a team player

**Jul 2011 -  
Mar 2015**

### **Senior Engineer, PPC and Planning**

*Sundaram Clayton Limited, Hosur, Tamil Nadu*

- Preparation of production scheduling plan for the month
- Responsible for ensuring adherence to MIS reports like Production plan vs actual
- Responsible for monitoring Plant objectives
- Responsible for DWM adherence in the plant
- Active member of E&T and JH team for securing TPM excellence award Stage 1 at SCL Hosur



## Oct 2014 - **Master of Science: Manufacturing Systems Engineering**

Sep 2015 *University Of Warwick - United Kingdom*

- Graduated in Top 3 of Class
- Score :70 (Distinction)
- One among two who got selected for 100% sponsorship including accommodation by M/s. Sundaram Clayton Limited for this program

## Jul 2007 - **B.E: Mechanical Engineering**

Mar 2011 *Govt. College Of Technology - Coimbatore*

- Graduated with 7.79 CGPA

## Jun 2006 - **12th Standard**

Mar 2007 *Rosemary Matric Higher Secondary School - Tirunelveli*

- Board: State board
- % marks: 95.2 %

## Jun 2004 - **10th Standard**

Mar 2005 *Cathedral Higher Secondary School - Bangalore*

- Board: ICSE
- % marks : 76.2 %



### Skills

Business Planning and strategy

Team building

Pricing & Costing

B2B Marketing and Purchasing

Communication



### Personal Information

Father's Name : A.R.Nilakantan

Sex : Male

Date of birth : 17.07.1989

Languages known : Tamil (Read & write), English (Read& write), Kannada(Talk)

Passport no. : L9887213



### Declaration

I hereby declare that the above particulars furnished by me are true to the best of my knowledge and belief.

**Place :** Chennai

**Date :** 18 /Oct /2021