

SANJAY CHATURVEDI (Ph.D.)

PROFILE –

Results driven global business executive with general management and multi-functional experience (P&L, Sales, Marketing, Strategy, M&A, Manufacturing, R&D) in multi-cultural and multi-national environments. Demonstrated track record in growing and turning around businesses thru innovation and technology. Strong P&L management experience and exceptional inter-personal and communication skills. 20 yrs specialty chemicals/ materials background in serving various market facing businesses (coatings, adhesives, personal care, textiles, water treatment, auto, plastics, electronics and pharmaceutical)

Adept Strategist - Solid combination of business and technical acumen

- Developed and implemented strategy to grow business (Pharma) at 4X industry growth rate
- Developed a strategic plan that delivered profitable sales growth (\$ 100 MM) in the economic downturn of 2008
- Developed step out growth strategy for the corporation in Asia (India)- \$ 250 MM additional revenue in 10 yrs
- Positioned viable corporate nanotechnology strategy for the company to generate > \$ 200 MM sales in 6 years

Tenacious Achiever - Exceptional ability to resolve complex business challenges and meet targets

- Successfully turned around a \$ 300 MM (2010) global API (pharmaceutical) business to \$ 500 MM (2012)
- Delivered 3X growth for India business (specialty materials) in 2.5 yrs (\$ 70 MM to \$ 200 MM)
- Evaluated > 250 business opportunities in 2 years; Developed 5 business plans > \$ 100 MM sales potential each
- Delivered multi \$ MM savings through executing 'profit improvement' strategy for ion exchange resin business
- 43 peer reviewed publications and 60 patents/applications – Chemicals, materials and polymers background

Change Catalyst - Adept at leading change and strengthening competitive advantage

- Drive business unit culture to move from a volume based strategy to profit based metrics
- Leadership in driving the 'safety' and 'diversity' culture across the global organization
- Introduced and managed 'open innovation' through external partners to change internal culture
- Advocate for safety – member of ergonomic audit team and site safety awareness team – Launched Spike "Speak Up for Safety" Campaign, winner of 2006 Public Relations Society of America (PRSA) Ladle Award

PROFESSIONAL HISTORY

Dr. Reddy's Laboratories Ltd., Hyderabad, India

2010 – 2012

Vice President & Head – Global Sales and Marketing (\$500 MM Active Pharmaceutical Ingredient business)

- Complete P&L and people management responsibility for global commercial group (50 employees)
- Developed and implemented strategic plan to turn around a flat business in a challenged business environment - Grew Sales from \$ 300 MM (2010) to \$ 500 MM (2012 plan); 600 basis points increase in profit
- Implemented talent plan – recruitment, retention, talent mapping, succession planning, career development, coaching and mentoring across the entire organization.
- Represent organization to stakeholders - financial community, customers, government & regulatory agencies.
- Organizational Development – Implemented systems and processes to create a 'personality' independent org
- Leveraged IT tools to institutionalize sales planning and business management – Salesforce, KAM, etc.
- Member – Leadership Team for the PSAI business (\$ 650 MM business unit)

Dow Advanced Materials Division, Mumbai, India**2009 - 2010**

General Manager - Marketing and Strategic Planning (\$200 MM business)

2009–2010

Business Management role across multiple business units in South Asia

- P&L Management - Grew both, top line (100%) and bottom line (250%) thru innovation and marketing initiatives across various market facing industrial business (Paints, Coatings, Adhesives, Water Treatment, Electronic Materials)

Rohm and Haas Company, Philadelphia, PA, USA**1998-2009**

Director Strategy – Indian Subcontinent (\$ 100 MM business)

2008–2009

Recruited by and reported to India CEO. Expatriate assignment to bring profitable growth to the India region

- Developed and implemented strategic plan to outperform market growth by 50% to achieve 3X growth in 3 years
- Established Electronic Materials business unit in India – Complete business management responsibility; Identified niche segments in photovoltaics and others to deliver \$ 25 MM profitable revenue in 3 years
- Developed roadmap for potential M&A opportunities – Due diligence and coordination with global M&A team
- Strategic planning responsibility for all business units in India, Pakistan, Bangladesh and Sri Lanka – commercial, manufacturing, marketing, operational (logistics and procurement) and HR planning
- Coordination with regional and global teams to align plans, resources with business objectives
- Provided direction on the India Leadership Forum – Developed plans to enhance corporate brand and increase employee engagement and morale
- Developed and implemented turn around plan for a \$ 60 MM business unit – 2X profit increase in 1 yr

Global Market Manager, Process Chemicals (\$ 450 MM business)**2006 – 2007**

Business Development and Marketing role with P&L responsibility

- P&L and market responsibility for \$ 60 MM market segments of ion exchange resins used in industrial water treatment and light commercial applications – North America and Europe
- Delivered annual savings of \$ 1.5 MM thru logistics (packaging and shipping) improvements
- Redesigned master distributor strategy for \$ 15 MM business segment to double profits in 1 year
- Winner of the top innovation award (2006) – Point of use (POU) water treatment device for removing arsenic

Technology Analyst, Emerging Technologies – Corporate Group Reporting to CTO**2003 – 2006**

- Identified multiple > \$ 100 MM/yr opportunities. Due diligence on markets, players, value chain analysis and business model analysis to identify most attractive segments and entry points – successful hand offs to business units (New product development programs launched) or corporate strategic planning (M&A)
- Provided leadership on due diligence teams to perform technical/financial analysis and evaluate intellectual property, potential partnerships/ ventures/ mergers/ alliances and acquisitions – Recommendations lead to 4 external investments
- People management - Led global cross-functional team to develop processes to manage the front end of innovation; opportunity identification and assessment. Communication of findings to senior managers, directors, VPs and CXOs resulted in launch of 4 product development projects for commercial launch
- New business development support for emerging business opportunities thru corporate venturing – Managed the venture fund investment (\$ 5 MM)
- Managed the front end of innovation at a corporate level - relevant to all business units

Project Manager, Materials Technology Center – Corporate Group	2001- 2002
<ul style="list-style-type: none"> Managed multi-functional team of >10 technical and commercial professionals engaged in development and commercialization of next generation ‘embedded passives’ Project Management and contract negotiation with external partner(s) for on time product development 	

Product Development Manager, Electronic Materials Business, Norcross, GA, USA	2001
<ul style="list-style-type: none"> Manufacturing role with productivity and quality deliverables at an acquired manufacturing plant Turned around employee morale during a difficult transition period 	

Consultant, Monomers Business	2000
<ul style="list-style-type: none"> Managed technical group of 4 chemists and developed catalysts for selective oxidation of propane to acrylic acid Increased reaction yield by 40% in 1 year - Potential annual cost savings of > \$ 100 MM 	

Senior Scientist, Central Analytical Support – Corporate Technology Role	1998 - 2002
<ul style="list-style-type: none"> Technical consultant (Internal) - Delivered new technology, analytical support to multiple business units 	

Brookhaven National Laboratory, Upton, NY	1996-1998
Associate- US DOE funded \$ 400 MM National lab	
<ul style="list-style-type: none"> Discovered efficient (3X lifetime improvement) hydrodesulfurization (HDS) metal(s)/oxide catalysts 	

EDUCATION

<i>Wharton Business School, University of Pennsylvania, Philadelphia, PA</i>	
Business Administration (Diploma) -Wharton Management Program (GPA=3.93/4.0)	2003
<i>State University of New York, Stony Brook</i>	
Ph.D. Physical Chemistry	1996
<i>St. Stephen's College, University of Delhi, India</i>	
M.S. Physical Chemistry (Ranked # 2 out of 50 students)	1992
B.S. Chemistry (Honors) with minor in physics and math (Ranked # 3 out of 800 students)	1990

EXECUTIVE EDUCATION

Marketing of Technology – California Institute of Technology, Pasadena, CA	2005
Strategic Marketing – Wharton Business School, Philadelphia, PA	2006
Strategic Negotiation – Harvard Business School, Cambridge, MA	2011

OTHERS

- Motivational Speaker and Life coach to high school students
- Invited guest speaker at various industry forums and leading business schools
- US Citizen - Open to global relocation