

**Nisarg Sutaria**

D. O. B. - March 28, 1978

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**OBJECTIVE**

To Work in the Field of Business Operations, Business & Corporate Strategy, Branding and/or Digital Marketing. Because I believe – “Your passion, not your career, is what defines you. Nobody cares what you do. They care who you are.”

**EDUCATION**

Trainings attended on Search Engine Optimization (SEO), Social Media Marketing (SMM), Social Media Optimization (SMO), Facebook Lead Generation, Google Keyword Planner, Google Adwords at Infotrex Services Pvt. Ltd. Trainings attended on Amazon Cloud, Amazon SageMaker & Amazon SageMaker Data Wrangler by AWS. Trainings attended on 5S and Total Productive Maintenance at Ahmedabad Management Association.

**Distance Learning Courses Audited :**

- Foundations of Business Strategy – Darden School of Business - University of Virginia, USA
- An Introduction to Marketing - Wharton Business School – University of Pennsylvania, USA
- Competitive Strategy - Ludwig-Maximilians-Universität München (LMU), Germany
- Advanced Competitive Strategy - Ludwig-Maximilians-Universität München (LMU), Germany
- The Power of Microeconomics: Economic Principles in the Real World - University of California, Irvine, USA
- The Power of Macroeconomics: Economic Principles in the Real World - University of California, Irvine, US
- Web Intelligence and Big Data – Indian Institute of Technology – New Delhi, India
- Big Data, Cloud Computing & CDN Emerging Technologies - Yonsei University, South Korea
- Smartphones Emerging Technologies - Yonsei University, South Korea
- Internet Emerging Technologies - Yonsei University, South Korea
- Introduction to the Data and Machine Learning on Google Cloud Platform Specialization – Google Inc.

WESTERN MICHIGAN UNIVERSITY, KALAMAZOO, USA  
MASTER OF SCIENCE in Manufacturing Engineering

Graduation : April 2001

NIRMA INSTITUTE OF TECHNOLOGY, AHMEDABAD, INDIA  
BACHELOR OF ENGINEERING in Mechanical Engineering (Major in CAD/CAM)

Graduation : July 1999

MOSCOW UNIVERSITY, MOSCOW, RUSSIA  
Honorary DIPLOMA in Arts

Degree Awarded : August 1987

**RESUME SUMMARY****Nisarg Sutaria's Skills:**

**Bitcoin with Cryptocurrency and Blockchain Technology, Strategy, Economics, Marketing Management, Strategic Brand Management & Retail Management, Game Theory, Operations, Lean Supply Chain Management, Lean Manufacturing, Lean Six Sigma, Search Engine Optimization(Since 2007), Social Media Marketing(Since 2007), Social Media Optimization(Since 2007), Pay Per Click(Since 2010), Big Data, Cloud Computing, Artificial Intelligence.**

**Vast Experience in Various Production Units, Automobiles, Ancillaries, OEMs, Mutual Funds and IT. Hands on Business Development Experience both (Online and Offline) since beginning of the Present Business.**

## EXPERIENCE

### CEO

**Group Leader – Technical and Marketing**

**My Company : Solutions Streamlined**

Dec 2010 - Present

Dec 2004 - Dec 2010

Ahmedabad, India

In Corporate Strategy, Marketing (Online and Offline), Branding, Innovation and Leadership Areas I have Experience of Consultancy in Concepts of:

- SWOT Analysis
- Porter's Five Forces Model
- Balanced Scorecard
- Strategy Map
- PEST Analysis
- Growth–Share Matrix
- Edge Strategy
- Who, What, How and GOT It! Framework
- Blue Ocean Strategy
- Black Swan Events
- Holacracy
- Theory of Jobs to Be Done or What Job did you hire that product to do?
- Discovery Driven Planning or What has to prove true for this to work?
- 3 Fallacies of Innovation Data :
  - The Fallacy of Active Data Versus Passive Data, The Fallacy of Surface Growth & The Fallacy of Conforming Data
- Lighthouse Identity
- Mercenaries vs. Missionaries
- Roman Law and Common Law
- What is here-and-now Humility?
- Attributes
  - Aggressive
  - Confident
  - Energetic
  - Motivated
  - Self-Reliant
- Concepts of Big Hire and Little Hire
- Realizing the mistake of focusing on Product Specifications rather than on Job Specifications

and many more Concepts and Algorithms :-)

In Branding I mainly have experience in Consultancy for :

- Brand Awareness
- Brand Elements

The five Sources of Brand Desire

The six Drivers of Brand Desire

Back to the Future (BTF) Innovation

- Sensuality
- Authenticity
- Social Identity
- Meaningfulness
- Surprise

- Innovation
- Storytelling
- Participation
- Leadership & Culture
- Experience

- Living the Past
- Rediscovering the Past
- Curating the Past

How To Overcome The Predictable Crises Of Growth – Concepts from - The Theory Of Founder's Mentality :

Founder's Mentality is the set of core strengths and values that drives exponential growth of insurgent businesses. It has three major elements:

Insurgency: The drive and instinct of a company to redefine the industry on behalf of the dissatisfied customer. This mindset gives a company a bold mission, a long-term view and an external orientation.

Owner's mindset: The mindset of people in the organization to treat the company's economics as their own and focus on efficient risk- and cost-management.

Frontline obsession: A maniacal focus on talent, empowering employees to do the right thing for customers.

Monday Morning Meeting :

A tool for conflict resolution, where the simple rule is that everyone must raise any organizational obstacles to their own actions, and the leadership commits to making decisions to address these within the four remaining days of the week.

Owner mindset :

The mindset of people in the organization to treat the company's economics as their own and focus on efficient risk- and cost-management.

Storms :

Storm warnings bring a sense of urgency and a burning platform to the company's position. The four major storm warnings include:

- Major industry turbulence
- Fundamental shifts in the ability to access talent
- Major internal dislocations
- Capital structure (vulnerability and volatility that comes with external capital)

Winds :

Forces that push companies toward incumbency or bureaucracy.

Westward winds: As insurgent companies gain scale and scope, they also encounter a number of forces that threaten to drive them off course and away from their Founder's Mentality. The best companies recognize these forces early and take action to resist them. We call these forces the westward winds.

Southward winds: Large multinationals often struggle against forces that threaten to turn the power of incumbency into the pain of bureaucracy. We refer to these forces as the southward winds.

Champion in SEO(Search Engine Optimization : Via (SEO) you can get your Website Ranked Higher in Google Search Results. This way you will have more Relevant Client Inquiries.), SEM, SMM(Social Media Marketing : Online Marketing on Facebook, Twitter, LinkedIn, You Tube, Scribd, Pinterest, Tumblr, Instagram, Google+ and many more Portals), PPC, Organic SEO and SMO(Social Media Optimization). Strategic value creator in the area of next-generation Global Supply Chain Management through Analytics (strategy-by-statistics) & thought leadership with Marketing & Branding. Hands on Marketing Experience as a Business Development Chief for almost 10 Years now both Online and Offline.

**Visiting Faculty (Hobby Work)**

**H. L. Center for Professional Education**

Description of the center : <http://www.hlcpe.ac.in>

May 2006 - Jan 2007

Ahmedabad, India

**National Institute of Management**

Description of the center : <http://www.nimonweb.com>

Ahmedabad, India

- Associated with the centers and delivered lectures on Supply Chain Management, JIT, Lean Manufacturing, Six Sigma, Manufacturing Techniques, Strategic Cost Management, Value Creation Model, Capacity Management, Forecasting, MRP and on other various subjects.

**Semco Electric Pvt. Ltd.**

Team Member – SCM reporting to Group Leader – Mr. A. G. Thatte

Pune, India  
Jun 2004 - Nov 2004

*Description of the company :* Sigma Electric Manufacturing Corporation (USA) has its group company Semco Electric Pvt. Ltd. at Pune & Ultratech Metals India Ltd. at Jaipur. Semco Electric Pvt. Ltd. is a 100% E.O.U. engaged in manufacturing and exporting engineering products to western markets (mainly to USA). The group turnover is Rs. 300 crores. Semco Electric has three world class manufacturing plants at Pune with more than 100 engineers working at these plants.

The modern manufacturing facilities include high speed moulding lines, pressure die casting machines and a modern machine shop. High volume discrete manufacturing is supported by a tool room with state of the art CNC machines and high end CAD/CAM facilities.

The existing linear organization structure draws its inspiration from entrepreneurial spirit duly supported by professional and participative management style. Company has already taken up initiatives like Six Sigma, Kaizen and pay for performance schemes. We have implemented JD Edwards ERP package at our locations in India & USA. The company is looking forward towards a exponential growth around a well developed strategic plan.

- Worked on Production Smoothening.
- Got trained in JDEdwards and worked on problem solving.
- Completed one month training in dispatch department and got trained in export procedures.
- Worked on Kaizen implementation.
- Involved in Streamlining Supply Chain.

**I am Diagnosed with Schizophrenia since 2003. Initially it was Difficult but since last 10 Years I am in Stable Condition with Daily Medication.**

**In Year 2003-2004 for 7 months I was bed-rest due to disease named 'Pilonidal Sinus' which required a Surgery with healing time of more than 8 Months.**

**D.C. Engineering Group of Companies**

Engineer reporting to Technical Director Mr. J. G. Gandhi

Ahmedabad, India  
Worked for 3.5 months

*Description of the company :* <http://www.metalproductsindia.com/aboutus.htm>

- Involved in the processes of manufacturing aluminum pressure die-casting, gravity casting and sand casting components for automobile and other sectors of industry.
- Responsible for maintaining QS 9000 certification by helping them in audit preparation with creating and updating document and data control, PPAP and APQP.
- Responsible for marketing and development with costing, value and facility analysis.
- Responsible for understanding and deciding manufacturing feasibility for concluding the design, tolerances and specifications.
- Responsible for new supplier / outsource development and supply chain management functions.

**Dropout from MBA-Western Michigan University in October 2002.**

**Western Michigan University, Catering Department**

As a Server and/or Dishwasher

Kalamazoo, MI, USA  
Jul 2001 - Dec 2001 & May 2001 - Oct 2002

Worked in more than 200 functions varying from Breakfast, Lunch, Dinner, Marriage Functions, Conferences and Business Meetings.

**Griffin Pest Control**

Engineer reporting to Mrs. Pamela Blauvelt

Kalamazoo, MI, USA

Jan 2002 - Apr 2002

*Description of the company* : Family owned and established in 1929, we have been serving the Midwest USA for over 75 years. PCT Magazine listed Griffin Pest Control as one of the Pest Management firms in the United States in their annual Top 100 issue.

We have on staff; A Ph.D. in Entomologist, a Registered Sanitarian, a HAACP Certified Instructor. Our coverage area extends from northern Indiana to the northern Lower Peninsula of Michigan.

We are also able to provide consistent, nation-wide pest management services to chains and franchises in the US, Canada, and Mexico by utilizing a comprehensive team of national and regional networked affiliates. Our standards are the highest in the industry, which allows our customers to rest easy knowing that they have the best service available. Our customized reporting, SOPs, documentation, and data storage systems are independently certified.

- Associated with Time, Motion and Layout Study Analysis and planning and routing of technicians.
- Helped company in designing routings for logistics, managing equipment and helped in managing computer networks and infrastructure.
- Configured Win NT servers, managed LAN and removed discrepancies.

**Western Michigan University, College of Engineering**

Graduate Research Assistant with Dr. Gupta

Kalamazoo, MI, USA

Dec 1999 - Apr 2001

*Description of the department of the institute* : <http://www.wmich.edu/ime/>

Research Assistant in IBM-CIM Lab concentrated on the PART, ROBCAD and Valisys software by Technomatix – A leading eBusiness solutions provider for,

- Installation and Implementation of PART software on Oracle platform and to learn to use the software.
- Checking its drawbacks and advantages.
- Thoroughly analyzing its Automatic feature recognition abilities and finding loopholes and drawbacks.
- Involved in research in new concepts in supply chain management.

Graduate Assistant with Dr. Atkins

May 2000 - Apr 2001

- Managed department web site and responsible for further upgradation.

**Western Michigan University, Bernhard Center Main Cafeteria**

Cook's Help – in Main University Central Kitchen

Kalamazoo, MI, USA

Aug 1999 – Dec 1999

**Indian Institute of Management**

Assistant with Prof. B. H. Jajoo (PART TIME)

Ahmedabad, India

Apr 1995 - Aug 1998

*Description of the institute* : <http://www.iimahd.ernet.in/>

- Worked under him and helped him to manage Management Development Courses like Business on Internet, Computer Networks and Local Area Networks.

**Prasad Werner Koch Technik**

Trainee under Mr. K. M. Shah

Ahmedabad, India

Summer 1998

- Trained in inspection department and on the shop floor and associated with many daily operational activities.

## **COMPUTER SKILLS**

Operating Systems : Unix, Linux, Windows XP/7/8/10, MacOS, Android For Mobile  
CAD Softwares : AutoCAD 2000  
Programming Language : HTML, VBA  
Application Softwares : MS Office 2010, MS Project

## **Tools Used for Social Media Marketing (SMM) and Search Engine Optimization (SEO):**

I am an expert in Facebook, Twitter, LinkedIn, Instagram, YouTube and Amazon Paid Marketing. I know HootSuite.

I am an expert in Tools/Websites like: Google Analytics, Cute Rank, WebCEO, Internet Business Promoter, Keyword Scout, Facebook Insights, Webalizer, AWStats, Google Keywords, Google Adwords, Google Adsense, Moz, Majestic, ahrefs with Pay Per Click (PPC).

In SEO I can do both On Page as well as Off Page optimization.

## **PROFESSIONAL MEMBERSHIPS**

Life Member - Ahmedabad Management Association  
Life Member - Gujarat Philatelists' Association

## **MY PROFILE ON VARIOUS SOCIAL NETWORKS**

Facebook - <http://www.facebook.com/nisarg.sutaria>  
Twitter - [https://twitter.com/nisarg\\_sutaria](https://twitter.com/nisarg_sutaria)  
Linkedin - <http://www.linkedin.com/in/nisargsutaria>  
Pinterest - <http://pinterest.com/nisargsutaria/>  
Instagram - <https://www.instagram.com/nisarg.sutaria>

## **MY BLOGS**

Luxury Wearable - <http://coolluxury.blogspot.com>  
Luxury Watches - <http://coolluxurywatches.blogspot.com>  
Famous Supermodels and Actresses - <http://coolsupermodels.blogspot.com>  
Various Alcohol and Spirits with Beers - <http://coolalcohol.blogspot.com>  
New York City Information - <http://nycinformation.blogspot.com>  
Thailand Tourism Website - <http://thailandtourismrocks.blogspot.com>  
Goa Travel Agency - <http://goaspecialist.blogspot.com>

## **My Up-to-date and Latest Database of Clients for Various Areas Described Above**

Worked for [www.t20-fantasy.com](http://www.t20-fantasy.com) as Chief Marketing Manager for IPL6 - Year 2013 Season and Opened 539 new Accounts by marketing online and offline. Also worked for [www.cricbattle.com](http://www.cricbattle.com) for their marketing and SEO needs, handled Export/Marketing for a Petroleum Dyes Manufacturer from Ahmedabad – India for Anar Chemicals, Designer Sari(Saree) Suites[A Traditional Clothing from India Manufacturer & Seller from Ahmedabad – India, ‘House of Marigold’ - Luxury Watch and Jewelry Designer from Ahmedabad – India, ‘Fancy Foam’ - PU Foam Manufacturer from Ahmedabad – India, ‘Corporate Suites’ Hotel from Ahmedabad – India, ‘Fresh Roast’ Coffee Shop from Ahmedabad – India, Hospital, Medical Services and Consultancy Provider from Ahmedabad – India, Indian (Typically Gujarati) Snacks Seller established since more than 112 Years from Ahmedabad – India, Mrs. Khushali Dalal - A Traditional Mainly Gujarati and Ethnic Indian Bulk & Retail Snacks Exporter to USA and selling in Domestic Market also from Ahmedabad – India, ‘C. Doctor India’ – A Pressure Vessels, Heat Exchangers, Ventilators, Blowers and Industrial Fan Manufacturer from Ahmedabad – India, HL Commerce College, Ahmedabad Alumni Department, ‘EnSave Energy Pvt. Ltd.’ - Schneider Electric, Madhura International + TM4 , Conzerv, ECOlibrium Energy and ENDO Lighting Products - Distributor from Ahmedabad – India, A Medium Size Conglomerate into Construction and Magazine in the Same Area from Ahmedabad – India,

Bollywood Singer Ms. Lalitya Munshaw and her Music Marketing Firm Red Ribbon Entertainment, Working with USA based KidZone App Developer for their International Marketing and DJ Harsh – the most renowned DJ from Ahmedabad.

#### **My Facebook Clients :**

- <https://www.facebook.com/FreshRoastTheCoffeeLounge>
- <https://www.facebook.com/ManiMansionOfficial>
- <https://www.facebook.com/farlang>
- <https://www.facebook.com/marigoldwatches>
- <https://www.facebook.com/fancyfoam>
- <https://www.facebook.com/EnSaveEnergy>
- <https://www.facebook.com/cdoctorindia>
- <https://www.facebook.com/samavart>
- <https://www.facebook.com/KidZoneApp>
- <https://www.facebook.com/T20.Fantasy>

#### **SEO Ranks of Few Clients:**

Rank #1 – C. Doctor India Pvt. Ltd. - <https://www.google.com/search?q=Steam+Coil+Air+Pre+Heaters>  
Rank #1 – C. Doctor India Pvt. Ltd. - <https://www.google.com/search?q=Thermic+Fluid+Air+Pre+Heaters>  
Rank #5 – C. B. Doctor India Ltd. - <https://www.google.co.in/search?q=blowers+ventilators>  
Rank #1 – House of Marigold - <https://www.google.co.in/search?q=house+of+marigold>  
Rank #5 – Fancy Foam Pvt. Ltd. - <https://www.google.co.in/search?q=PU+Foam+Manufacturers+in+India>  
Rank #3 – Fancy Foam Pvt. Ltd. - <https://www.google.co.in/search?q=PU+Foam+Manufacturers+in+Ahmedabad>  
Rank #1 – Aabhasa Watches - <https://www.google.co.in/search?q=aabhasa+watches>  
Rank #1 – Jacaranda Watches - <https://www.google.co.in/search?q=jacaranda+watches>  
Rank #1 – Marigold Watches - <https://www.google.co.in/search?q=marigold+watches>

#### **MY PART TIME HOBBY OF WRITING ARTICLES ON LUXURY WATCHES ONLINE :**

- **Officine Panerai Luminor Submersible 1950 Left-Handed 3 Days Automatic Titanio** - <http://www.chronollection.com/officine-panerai-luminor-submersible-1950-left-handed-n248800.htm>
- **Discover the new Cartier Rotonde Reversed Tourbillon** - <http://www.chronollection.com/decouvrez-la-nouvelle-cartier-ronde-tourbillon-love-n249952.htm>
- **Chanel Première Openwork Flying Tourbillon** - <http://www.chronollection.com/chanel-premiere-openwork-flying-tourbillon-n251867.htm>
- **Ulysse Nardin Astrolabium Galileo Galilei** - <http://www.chronollection.com/ulyse-nardin-astrolabium-galileo-galilei-n252464.htm>
- **Ulysse Nardin Tellurium Johannes Kepler** - <http://www.chronollection.com/ulyse-nardin-tellurium-johannes-keple-n252462.htm>
- **Ulysse Nardin Planetarium Copernicus** - <http://www.chronollection.com/ulyse-nardin-planetarium-copernicus-n252458.htm>
- **Harry Winston – Histoire de Tourbillon 3** - <http://www.chronollection.com/harry-winston-histoire-de-tourbillon-3-2-n254320.htm>