

**Mr. DIMPLE N. SUTARIA**

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Focused Top Management Professional with over 27 years enriched expertise in Sales (b2b & b2c), Business Development, Marketing, Operation Management, Manufacturing Plant Operations, Assembly Line Operations, Handled agency business for International Companies –India market, Recruitments & Trainings, Business Consultation, Post Sales Services and Branding & Marketing Communication.

Enterprising Leader with a robust record of contributions that streamlined operations, invigorated businesses, heightened productivity & enhanced internal controls.

An aspiring techno commercial business expert and operation management head capable to drive an organization to achieve extraordinary success; providing enlightened, distinguished, visionary, evolving leadership. (EDVEL). Strongly believe in ‘Creating Decent Value’ in a given assignment.

BUSINESS DOMAIN EXPOSURES:

Solar Renewable Energy, Recruitment: IT & ITes, Textiles– Manufacturing, Office– Automation

PROFICIENCY MANAGEMENT:

- Sales & Business Generation (b2b & b2c)
- Conceptualized Sales + Marketing + Operations Management
- Operation Management of a manufacturing plant & assembly line
- Branch / Office / Dealer Network operations
- Branding , Product Pitching/ launching & Exhibition Management
- Corporate / Key Account / Large Account Management
- Channel Partner development & Management
- Post Sales Services & Operations Management
- Trainings & Edutainment Workshops
- Recruitments & Organizational structuring
- Content & Communication Management

SOFT SKILLS:

- Communication, Networking, Relationship Management
- Leadership, Team Lead + Team Work, Coordination
- Conflict Resolution, Responsible & Ownership Taker
- Strategic Planner & Implementer, Adaptability + Creativity
- Time Management, Data Management, People Management

KRAs HANDLED OVER VARIOUS ROLES:

- **Interfacing with top management**, formulated short term and long term business strategies. (**Sales / Production / Marketing / Business Operations**)
- Drove entire sales business cycles formulating profitability & sustainability.
- Proficient in leading dedicated teams for running successful business operations and experience of developing procedures and service standards for ensuring overall business excellence.
- Utilizing market feedback to develop **marketing intelligence** for formulating plans (both strategic as well as tactical) for the product sales and enhancing complete **Sales management** – Product Pricing, Distribution sales & Direct sales.
- Responsible for **content management** and **communication materials** like brochures, newsletters, online portals, social media, presentations, online ads and email campaigns for external and internal communication. **Digital marketing** planning, budgeting and execution of all digital initiatives.
- Proven abilities in **brand building**, brand communication, brand sales, conducting **product launches** and establishing strong primary and secondary network for the same. **Event management** – organized & set up **exhibition** of the products & new products launch.
- Participated and Drove **national level edutainment conferences**.
- **Business Restructuring** – Direct & Indirect cost out, relocation, combining business processes, Product packaging & logistics. Refined all Common processes – HR, Supply chain, Design, Planning and Production.
- **Restructuring of manpower**, redefining job roles, decentralized powers of the respective heads for optimum results.
- **Managed India sales operations for various International Textile Company tie-ups** – Turkey, Indonesia & China.
- **Managed Plant, Office, Branch, Dealer network operations**.
- **Manufacturing Plant level Cost management** – Internal costs, operational, people & process related cost, sourcing related. Overall manufacturing plant supervision & operation management, Production, maintenance and QC departments.
- Ensured Total Quality Management (**TQM**) for the new / current product.
- Developed Integrated **Supply chain Management** –Distribution Network based on consumption patterns.
- Skilled at a maximizing profit through consistent performance by efficient utilization of resources and enhancing brand image through CSR and other initiatives. (**60% Execution, 25% Strategy & Planning & 15% Analysis & Reporting**)
- An **effective communicator** with excellent relationship building & interpersonal skills. Strong presentation, analytical, problem solving & organizational abilities.

ACHIEVEMENTS:**RECENT AT LUCENT**

- Successfully expanded domestic **SOLAR EVA** sales by almost **60%** higher through strategic sales initiatives and marketing leadership.
- **Achieved record sales of INR 17 crores in just 7 months (2.4 Cr/mth)** surpassing the average sales of INR 1.5 crore per month for the complete new product. Captured more than 70% of the Gujarat SOLAR EVA market.
- **Achieved overall all time high records in the history of Lucent**, like: Monthly Production, Monthly Sales, Revenue recollection & lowest downtime for production lines resulting into huge wastage reduction and more consistent & quality production.
- Achieved almost 30% Cost reduction on product packaging.

IN PAST

- At CONTINENTAL'S, Conceptualize an innovative service contract for the first time in India and bagged major clients like Reliance & Arvind, Suzuki Group, especially for heal d frames.
- At RICOH, Bagged large accounts like IIM, SAC & PRL through technical presentations and persistent service operations.

EMPLOYMENT RECITAL:

- **General Manager at Lucent Cleanenergy Pvt Ltd– Solar Renewable Energy, based at Ahmedabad. (Since March 2019) – Sales/ Mktg + Plant Operations & Management.**

- **Proprietary firm owner, 4DS INC– IT** Recruitments, based at Ahmedabad. (2012– 2019)
- **Franchisee partner** for western India, VTG– Recruitments & Management Services, based at Ahmedabad. (2008–2011)
- **Head SALES + MKTG + OPS,** Continental Group of companies, Textiles– manufacturing, based at Gandhinagar. (1998–2008)
- **Sr Cust Engr, RICOH INDIA LTD,** Office Automation MNC, based at Ahmedabad. (1993–1998)
- **Cust Ser Engr, MODI XEROX LTD,** Office Automation MNC, based at Ahmedabad. (1992–1993)

PERSONAL INFORMATION:

- **Academia:** DEE– Electrical – Distinction
- **Extra Certification:** Certificate Holder– Indian Classical Music & Shooting.
- **IT Skills:** Well versed with MS Office and Internet Applications.
- **Language Commands:** English, Hindi & Gujarati: Read, Write & Speak– Excellent.
- **Hobbies:** Music, Writing & Photography.
- **Status:** Married. (A Wife & 2 Daughters)
- **D.O.B:** 05.07.1970. (Male)
- **Residing at –** D-102, Rosewood Estate, Jodhpur. AHMEDABAD. GUJARAT. INDIA.
- **Last CTC:** 12 LPA (INR)
- **Availability:** Immediate.

Warmest Regards.