



# Rama Rao VVS

Experienced (25+Yrs) HR Functional Leader with B Tech + HR qualification from IIT-B & XLRI – Pharmaceuticals, Tires, Cement and Steel verticals

Mumbai, Maharashtra, India

## Summary

Passionate about transforming HR from service function to Business Partner. Proficiency of People Processes & their impact on achieving Cost Leadership & Business excellence. Belief in Power of People as a lever for Organizational Excellence. Practicing Coach with ICF.

As API HR Lead at SUN Pharma, implemented shopfloor human productivity improvement initiatives like Central Pool, Daily Work Measurement and Any Time Audit preparedness thru Boot Camps & Training of Operatives. Critical hiring of CXO level/ Site Heads for API Business vertical with 12 plants & USD 525 Million turnover – FY 21.

**Competencies:** Domain Knowledge of Industry & HR verticals, KPIs & SMART metric for PMS design & implementation, Critical Hiring, Role based Organization structure & Pharma Manpower Planning; Handling Trade unions & Wage settlements, Organization Development, Succession planning thru Cadre based Hiring; Compensation & Benefits strategy, HR strategy & policy formulation

## Experience

**Sequent Scientific, Mumbai** – HR Consultant – Nov. 21 onwards

**Sun Pharma, Mumbai** – HR Head, API Business, March 2019....

9 plants (India) & 3 overseas with Annual sales of 525 Mn USD FY20

**Sai Life Sciences, Hyd** – HR & Admin Head, 2016 - 2019

Pharma boutique firm with interests in CRAMS, Discovery & API Manufacturing- 5 units & Annual sales of USD 175 Mn FY 2019

**Aurobindo Pharma, Hyd** – HR Head - API 2013 - 2015 (3 year)

Responsible for entire gamut of HR / IR processes for business excellence, completed 2 Long Term Wage Settlements for Hyd & Vizag Units & 27 Critical Hires at GM & above to meet business expansion plans including FML division.

## Contact

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## Top Skills

Business partnering  
Critical Hiring; IR, OD,  
PMS, Productivity &  
Talent Management

## Languages (Proficiency)

English (Expert)

Hindi (Expert)

Telugu (Native)

Kannada (Medium)

French (Basic)

Res: 1703, Royal Empire  
Lokhandwala Complex  
Andheri(W), Mumbai 400053

### **Infrastructure – Orient Cement, Lanco, KSK Power 07 – 12 (6 Yrs)**

As Head of HR function of a business vertical, role involved continuously re-aligning people related processes to foster rapid business growth, sustained profitability levels & reputation as a preferred employer.

- Design & implementation of effective PMS along with innovative Employee Retention Scheme based on Performance Linked Pay and Joining Bonus
- Organization Structure Design, hiring of critical Talent (103 positions) and successfully on-boarding for the upcoming 3 MTPA integrated Cement plant at Chittapur – Gulbarga (Karnataka)
- Design & Execution of OD Interventions aimed at creating/nurturing Performance Driven Work culture. Proven ability to work with varied teams – Culture, gender, geographic regions of diversity.
- HR Policy formulation development with strategic business intent & Employee needs

### **JK Tires/ Dunlop - Gwalior /Udaipur / Mysore & Chennai 94 – 07 (13 Yrs)**

Manager →Sr. Manager →Chief Manager→ DGM (HR/IR)

Organizational Restructuring – Business Process Re-engineering (BPR) Project. Successfully spear - headed, a corporate level BPR initiative, wherein traditional functional organizational structure was replaced by self-contained Business Units.

- Flat Structure by reducing no. of levels from 7 to 3. Unique project in Indian Tire Industry. Plant was selected as role model to follow across JK group other Units.
- Trained on Thomas Profiling - Personal Profile Analysis (PPA) and DISC framework for hiring / promotion decisions.
- Based on gap analysis, identification of various initiatives/interventions for competency development for identified roles. Completed Competency Mapping in the first phase.
- Handled IR issues including Disciplinary Actions, Conduction of Domestic Inquiries, LTS, and its implementation, Canteen administration & Contracts Labor Management. Global commercial head (sales, marketing, and business development) of the \$ 400 MM Active Pharmaceutical Ingredient (API) business.
- Strategic planning responsibility for specialty chemicals division -Developed and implemented strategic plan to outperform market growth.

- Acquired hands on exposure to various facets of Human Resources Personnel & Welfare, IR, HRD, and Administration
- Evaluation of Training Function Effectiveness with TMDC – TISCO, using Kirk Patrick methodology
- Established good rapport with Plant Committee JDC Members
- Executed Disciplinary Actions, conducted Domestic Inquiries and implemented LTS terms and schemes.

### **Key Achievements :**

- Handled multiple number of regulatory audits from Employee Perspective Ex: USFDA, MHA & WHO, COFEPERA & Health Canada Regulatory bodies
- Talent Ring Fencing: Fast Track Talent Management (FTTM) scheme aimed at reducing employee attrition & building in house leadership pipeline.
- New Project manning Production Block# 7 at Bidar Unit: Hired of 150 + professional talent pool for the 100 Cr. Expansion project in 6 months.
- PMS system-based Reward strategy with focus on Timely Project progress & value adherence as key components – QOTIF for CRAMS Key customers.
- Expertise in Job Description / Goal setting/ Impact Level based Organization Structure (Job Evaluation) implementation – trained by MERCER – in skill mapping & deliverables of unique and representative positions.
- Design & conducting - Quarterly Senior team workshops under the theme Reinventing Sai with focus on Team Bonding / Strategy/ Growth Plans
- Contributed to Sai Organizational growth, by timely addition of Quality manpower for Production, Research & Development, Corporate functions - strength increased from 1370 to 1710 in the last 2 years with high attrition rate.
- Integration of Behavioral competency model with critical HR processes - Hiring & Talent Management.
- Behavioral event-based selection in Campus hiring for better adaptability/ retention with the Organization.
- Regulatory Compliance across the levels through L & D interventions – Boot Camp, Auro Disha / Auro Pravesh / UVP for different Employee groups.
- Design, develop and implement an on-the-job capability development program titled “PACE” for ‘High Potential Managers (HPM) at KSK, Hyderabad to enhance their capabilities.

- Trained in Competency Assessment / Internal assessor cum ADC Facilitator by SHL Plc, UK. Apart from the skills acquired, this helped me in understanding/ improving my personality trait & their impact on others.
- Part of the Core Team in SAP – Success Factors (all modules), HR Technology platform across Sun Pharma geographies.
- Worked with McKinsey Teams on Cost Reduction / Business Restructuring Projects while at Sai Life, Sun Pharma & Aurobindo Pharma

## **Education**

B Tech – Mech (Distinction), 83 – 87, Nagarjuna/Andhra Univ

IIT Mumbai, M Tech, Industrial Management, 89

XLRI, Jamshedpur, Evening Program 91-92 (Diploma in IR)

## **Personality Traits**

**Extrovert;** MBTI Type – ENFP; Good Team Player; Assertive, Self – starter with strong Internal Locus of Control, Mindfulness student

Excellent Health & Energy level; Swimming, Reading, Music & Coach

## **Personal**

Native of Hyderabad, Born 22nd May1966 (54 + Yrs);

Married – Wife – PhD in Food Chemistry, Home Maker

Son – Working with Asian Paints, IT function, MBA from SPJain, Mumbai

Father - Late Rtd Teacher

Mother- Home Maker