

**Dr. Mahesh M. Kulkarni**

C-302, Plot No. 41, Dive Pearl

C.H.S. Sector 8/A, Airoli,

Navi Mumbai - 400708

**Date - . .2020**

**Subject** - Application for the position of ..... in your organization

Dear Sir,

I am writing to express my interest in a ..... position in your esteemed organization. My previous experience in the field of Research and Development, Process Engineering, Sales and Marketing and Strategic Management with 26 Plus years has given me excellent workplace skills which would be an asset to your organization.

I hold a Doctorate in Management Studies and with traits like honest, reliable, friendly and easy to get along with others. I possess excellent communication skills and willing to work towards taking up organizational goals and fulfill them in totality. I am also associated with Management Institutes based in Thane and Mumbai as Visiting Faculty and external examiners for MMS / MBA Viva. I strongly feel that my Industry experience and close association with academic institutions would strongly benefit from my employment.

Please find enclosed a copy of my current resume. I can be contacted on 098921848979, to discuss this opportunity further. Thank you for considering my application and I look forward to meeting with you soon.

Yours sincerely,

**Dr. Mahesh Kulkarni**



## **RESUME**

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### **PERSONAL INFORMATION**

NAME :- **DR. MAHESH MOHANRAO KULKARNI**

ADDRESS (Permanent) :- C-302, Plot No. 41, Dive Pearl  
Sector 8/A, Airoli, Acharya Vinoba Bhave Road  
Navi Mumbai – 400 708  
Ph.:- 09320499885

Date of Birth :- 9<sup>th</sup> February, 1972 (Age – 48 Yrs.)

Gender :- Male

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### **ACADEMIC INFORMATION**

- **Doctor of Philosophy (Ph.D)** awarded by Pacific university for the thesis entitled “ A study of Industrial Buying Behaviour in B2B Industries .....” in August, 2018
- **Master of Business Administration (MBA)** from National Institute of Business Management – Secured First Class
- **Bachelor Degree of Chemical Engineering** Passed from Shivaji University in the year 1993 – 1994 with Distinction.

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### **KEY CAREER COMPETENCIES**

- ⇒ Competent Sales & Marketing Professional with strong understanding of B2B Industrial Lubricants and coatings market, Market Research. Proven abilities of Key Account relationships and Networking.
- ⇒ Accented with the latest trends and techniques OEM Markets coupled with a wide range of skill sets as well as strengths in technology, critical thinking, troubleshooting, problem analysis and training & development.
- ⇒ Professional competencies in developing effective Sales and marketing models for specific strategic business units (SBU's). Branding strategy and plans. Market Survey & Analysis, sales forecasts and product pricing.
- ⇒ Demonstrated capability in handling new assignments in the field of New Technology Campaigns coupled with established credibility in providing support for customers & sales team in their operations across Pan India.

- ⇒ Responsible for Business Units Balance sheet, account preparation & maintaining top and bottom line growth as per guidelines.
  - ⇒ Exposure to - Tie up with foreign companies for Technology Buy out or Joint Venture, Deal for acquisitions of products & brands, Specialties: Marketing Management, Product Management & Sales Management.
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## **OBJECTIVE**

Looking for a responsible and challenging position in a reputed organization with emphasis on Sales and Marketing Management, Brand Building Management, Product Management and Key Account Management. Become one of the expertise and professionals having distinct knowledge in marketing field as well as to strive towards new and optimized ways of marketing solutions.

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## **EXPERIENCE**

### **Chembond Chemicals Limited as Vice President – Sales & Marketing**

(Since October, 2009)

**Scope of Work** – Develop, business and financial strategies for various Strategic Business Unites (SBU's). New License and JV tie ups for product diversification and Networking with the overseas partners for the product and process establishment Technology Buy out activities for the Industrial Coatings products under the license from Inver S.p.A. Italy. Development and implementation of Business plan for Sales & Marketing of adhesive products to Original Equipment Manufacturer (OEM).

- ▶ Responsible for achievement of overall **Top Line and Bottom Line growth** with Targeted Value in existing customer and develop penetration strategy for new customers.
- ▶ Manage **Product portfolio and profitability**, Manage product rationalization, product specification changes, and new product introductions (**NPI**).
- ▶ Responsible for **developing annual business plan** and provide Sales, Marketing and business directions by developing short and long terms financial goals.
- ▶ **Key Account Management** in all regions and ensure strategies are developed to tap the potential business. Create customer value files and demonstrate to key accounts from time to time.
- ▶ **Pricing Policy and Margin Management** – Analyze financial statements and other indicators of performance and improve net contribution through implementation of pricing policy and Margin improvement initiatives.
- ▶ Implementing innovative **Credit policies** – Implement innovative credit policy with monitoring mechanism to ensure that receivables also meet the defined Business Plan.

- ▶ **Market Intelligence** - Know your competitors, Upcoming technology trends, Identifying & quantifying new markets.
  - ▶ **Developing Incentive schemes** - Crafting sales incentive schemes for the Sales team
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**BP Castrol India Limited, Mumbai as Segment Manager – Auto & MM.**  
(Jan, 2008 – Nov., 2009)

**Scope of Work –**

- ▶ Development of New Segment Offers for Automotive and General Industrial. Steel Industries especially Rolling Oils and Lubricants.
  - ▶ Development of New Sales Models to cater to the changing Market Dynamics and Environment.
  - ▶ New Product Launch, Promotion and establishment
  - ▶ Member of Core Team for Cost Reduction, and SHE establishments in the Company. Branding, Brand Promotions, Customer Seminars, etc.
  - ▶ Developing and maintaining strong Customer relationships especially by Networking with Global Key Accounts.
  - ▶ Organizing Customer and Technical Seminars on company products to enhance Product and New Technology awareness.
  - ▶ Power point presentation based on segment to be serviced / product.
  - ▶ Coordination with Marketing Operations for necessary changes in Product Data Sheets, MSDS, Catalogues, Marketing Launch material, Personnel & Training.
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**Henkel Chembond Surface Technologies Limited, Mumbai as Asst General Manager**  
(Jan 2004 to Jan 2008)

- ▶ Development of New Business in Steel Industries especially Rolling Oils and Lubricants.
- ▶ Development of New Sales Models to cater to the changing Market Dynamics and Environment.
- ▶ New Product Launch, Promotion and establishment.
- ▶ Member of Core Team for Cost Reduction, and SHE establishments in the Company.
- ▶ Responsible for Initial Start ups, product development and modifications and continual improvement activities at customer end.
- ▶ Maintenance, Monitoring and Control of routine Technical, Technological and Sales Activities.
- ▶ Segment Administration through Key Account Management.
- ▶ Preparation of regional segment reports Monthly Sales Forecasts, New Product proposal and Launches based on the Global & Regional Strategies
- ▶ Ensure close liaison with production and technical personnel assisting them where necessary.
- ▶ Effective Customer Complaint Management and ensuring continual improvement in the same.

- ▶ To continually explore opportunities in the Market and other Products and to report Market Demand and opportunities.
  - ▶ Develop quality relationships with customers to ensure that benefits offered by company for the potential opportunities.
  - ▶ Enhance the company's Market Share by proposing Segment Offers and Continuous Improvement Projects.
  - ▶ To provide customer feedback to operations and management team on Delivery, Quality and Service of company Products.
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#### **Tecumseh Products India Limited, Hyderabad as Deputy Manager - Quality**

(May, 2002 – March, 2004)

The responsibilities include - Compressor Final Assembly Quality, Chemical and Product Management, Chemical Laboratory. Customer Service and Support an additional responsibility with product approvals from OEM as well as BIS.

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#### **BPL Engineering Limited, Hyderabad Assistant Manager - Process**

(December, 1997 – April, 2002)

I was working in Process Engineering and Development Division. The responsibilities include Conversion of Existing process to CFC Free Compatible process, Customer approvals of New Models and design and Development of various degreasing plants. I led the activities of ISO 9001 and getting the Approval.

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#### **National Chemical Laboratory, Pune – Research Assistant**

(July, 1993 – December, 1997)

I was working as **Research Assistant**. The responsibilities include Research on CFC Refrigerants, Refrigeration Oils, MOC, etc. "ECOFRIG" project sponsored by Swiss Development Cooperation and MoEF. This project was an activity of Development of CFC free and Hydrocarbon based technology for Cooling Appliances in India.

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#### **ACHIEVEMENTS**

- Recipient of Henkel UT Excellence Award for the performance of year 2005.
  - Recipient of Best Employee of the Year Award at BPL Engineering Limited in the year, 1999.
  - Certified Quality Management System Auditor (ISO 9001-2000) by Lloyds Registration Quality Services in the year 2003.
  - More than 12 publications in National and International Journals, 6 publications in last 2 years.
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### **EXTRA CURRICULAR ACTIVITIES**

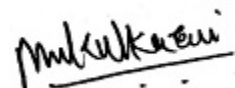
- Member of Indian Institute of Chemical Engineers since 1995 and Article Author in IICChE Magazine.
- Published more than 10 Technical and General papers in the National and International journals.
- Sports:- Member of BPL Engineering Limited, Tecumseh Products India Limited, Hyderabad Cricket and Chess Teams.
- Cultural:- Participant of Singing Competition, Photo Exhibition at School and College Level.
- Hobbies:- Reading, Computer Graphics, Singing and Event Management Activities.

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### **REFERENCES**

<b>Dr. Nitin Joshi</b> <b>Director</b> Dr. V.N.Bedekar College, Near Cidco Bus Stand, Thane (w)	<b>Mr. Jayprakash Desai</b> <b>Chief Financial Controller</b> Metro Shoes Colaba Mumbai	<b>Mr. Ashok Konduskar</b> <b>Business Head</b> Henkel Adhesive Technologies Kesar Solitaire, Palm Beach Road, Navi Mumbai
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(Dr. MAHESH M. KULKARNI)

PLACE – NAVI MUMBAI

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## **PUBLICATIONS –**

- (1) Kulkarni Mahesh M, Dr. Joshi Nitin, Konduskar Ashok G (2015). Use of Product Technology as Brand/Image Building Tool in B2B Metal Processing Industry. ELK Asia Pacific Journal of Marketing and Retail Management, ISSN 0976-7193. Volume 6; Issue 1, 2015: PP.
- (2) Kulkarni Mahesh M, Dr. Joshi Nitin (2015). Effect of Perceived Risks and Uncertainties (Internal/External) on the Buying Behavior of Buying Center. International Journal of Management and Social Science Research Review. Volume 1: Issue 11, May 2015: PP 72-76.
- (3) Kulkarni Mahesh M, Dr. Joshi Nitin (2015). Goodness of Fit of Factors Affecting Industrial Buying Behavior using Structural Equation Modelling (SEM) Technique. Internal Journal of Management and Social Science Research Review. Volume 1; Issue 18, Dec. 2015: PP 105-111.
- (4) Kulkarni Mahesh M, Dr. Joshi Nitin (2016). Assessment of Reliability and Statistical Significance by 'P' Value of Pre and Post Surveys on Industrial Buying Behavior on a 5 point Likert Scale. ELK Asia Pacific Journal of Marketing and Retail Management, ISSN 0976-7193. Volume 7; Issue 2, 2016: PP.
- (5) Kulkarni Mahesh M, Dr. Joshi Nitin (2017). Importance of Perceived Brand Ranking for B2B Customers in making High Risk Purchasing Decision. IOSR Journal of Business and Management (IOSR-JBM). Volume 19: Issue 1, Ver. V, Jan 2017: PP 07 – 12.

## **CONFERENCES –**

- (1) Kulkarni Mahesh M, Dr. Joshi Nitin, (2017). Importance of Perceived Brand Ranking for B2B Customers in Making High Risk Purchasing Decision (A Case Study).\
- (2) Kulkarni Mahesh M, (2017). Risk Assessment Studies in New Start Ups and Design a Sales Model for Small and Medium Enterprises.