

Naveen Gottipalli


Male | 32

Product Management | Strategy | Planning

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|  | Brief Profile | | | |
| | Naveen Gottipalli is a professional with over 9+ years of total experience in the Automotive industry. He has over 5+ years of experience working in various profiles such as Strategy, Product Management, and Sales & Marketing. He is currently working in the Product Planning & Strategy department as Associate Divisional Manager at Daimler India Commercial Vehicles Pvt. Ltd. Previously he worked as Program Manager in the New Product Introduction department at Tata Motors Limited. Prior to completing his MBA, he also worked in Hyundai & Kia Motors R&D Design Studio as a Senior Digital Designer for 4.0 years where he was responsible for aesthetic digital design of Passenger vehicle cars. | | | |
| Current Position | | Product Planning & Strategy, Product & Strategy- Daimler India Commercial Vehicles | | |
| Date of Birth | | 28-08-1991 | | |
| Education | | - Master of Management, Shailesh J Mehta School of Mgt., IIT Bombay [2017-19, Grade: 7.32/10] - B.E Mechanical Engineering, ANITS, Visakhapatnam [2009-13, Grade: 8.1/10] | | |
| Academic Achievements | | Published a research paper “An optimization model for the downstream supply chain network, considering consolidated warehouses and the selection of transportation mode” in “International Journal of Productivity and Performance Management” dated 9 th May 2023 | | |
| Employment Record | From | To | Company | Position Held |
| | Jan 2023 | Present | Daimler India Comm. Vehicles | Product Planner & Strategist |
| | Jul 2021 | Dec 2022 | Tata Motors Limited | Program Manager |
| | Jul 2019 | Jun 2021 | Tata Motors Limited | Sales & Marketing Manager |
| | Aug 2013 | Jul 2017 | Hyundai Motors India R&D | Senior Digital Designer |
| | Total Experience as on date | | | 9 years 1 months |
| PROFESSIONAL EXPERIENCE | | | | |
| Current Company | | Daimler India Commercial Vehicles Pvt. Ltd., Chennai | | |
| Position Held | | Associate Divisional Manager, Product Planning & Strategy | | |
| Nature of Work | | Product Planning, Strategy & Road mapping, Portfolio & Project Management | | |
| Year | | January 2023 – Present (1.6 years) | | |
| Key Skills | | PRODUCT MANAGEMENT & PLANNING, PRODUCT ROAD-MAPPING, PORTFOLIO MANAGEMENT, STRATEGY, DECISION-MAKING, PROBLEM SOLVING & CONFLICT RESOLUTION, BUSINESS ACUMEN. | | |
| Activities Performed: | | | | |
| <ul style="list-style-type: none">Responsible for Planning of new products addressing market requirements & maintaining regulation compliance.Conceptualized 2 new product ideas & successfully received Board approval for project Kick-off & Execution.Steered & executed 2 ‘Kick-Off’ Quality Gates driving cross-functionally and meeting Cost, Quality & Time targets.Evaluated financials and ensured positive business case with optimal investment & improved contribution margin.Responsible for formulation of product strategy, volumes transition, portfolio enhancement and roadmap for futureFormulated segment strategy & laid 7yr roadmap with focus on key drivers- Lifecycle, Growth & Transformation.Reported key industry trends & triggers, portfolio gaps, customer experience and supplier technology roadmap.Maintained product portfolio & identified white spaces to pitch right product with best customer value proposition.Assessed market requirements, customer pain points and benchmarked current & future products w/ competition. | | | | |
| Achievements: | | | | |
| <ul style="list-style-type: none">Optimized ₹30/250Cr project funding & also improved contribution margin by reducing ₹45,000 variable cost.Conducted 2 workshops & generated 200+ product ideas, narrowed to 18 final ideas as Future Projects Lists (FPL). | | | | |
| Company | | Tata Motors Limited, Pune | | |
| Position Held | | Program Manager, Product Planning & Program Management (PPPM) | | |
| Nature of Work | | Program management in New Product Introduction (NPI) function | | |
| Year | | July 2021 – December 2022 (1.5 years) | | |
| Key Skills | | PROGRAM MANAGEMENT, PRODUCT DEVELOPMENT, CROSS-FUNCTIONAL COLLABORATION, PROBLEM SOLVING & CONFLICT RESOLUTION, RISK MANAGEMENT | | |
| Activities Performed: | | | | |
| <ul style="list-style-type: none">Responsible for end-to-end development of new vehicle & business planning across cross-functional teamsExecuted & developed new concept vehicle end-to-end from Kick-off to Launch managing cost, quality & time.Executed product lifecycle processes including market research, competitive analysis, and strategy planning.Proposed & kicked off 2 new projects aimed at creating new market segments & enhance product portfolio.Conducted cross functional meetings & facilitated inputs to 20+ functions for the completion of deliverables.Built 32 Beta & 12 Proto vehicles coordinating with cross functional teams maintaining quality & cost within timeline | | | | |

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- Conducted 3 Idea generation workshops for 2 programs' cost reduction & generated **1500+** ideas in **6** months.
- Analysed program strategies, plans to identify issues & opportunities for improving the business case & NPV.

Achievements:

- Saved **₹8 Crore** capex by reviewing on a bimonthly basis & optimizing the tool manufacturing proposals.
- Achieved a cost reduction of **₹10,000/-** per vehicle which accounts to **3%** improvement of contribution margin.
- Appreciated & recognised **thrice** under TML Leadership Behaviour-*Accountability* in a team of 10 members

Company

Tata Motors Limited, Bengaluru

Position Held

Senior Manager, Sales & Marketing

Nature of Work

Strategic Network Management of Channel Partners, Channel & Retail sales

Year

July 2019 – June 2021 (2 years)

Key Skills

B2B & B2C SALES, CHANNEL PARTNER DEVELOPMENT. DEALER PROFITABILITY

Activities Performed:

- Led a team of 3 sales managers & 32 executives for driving the retail & channel sales in SCV segment.
- Improved dealer profitability of the 15 commercial vehicle dealers of Tata Motors across Karnataka state
- Decreased turnaround time per vehicle by at least **60** minutes by eliminating non-value-adding activities.
- Decreased the TAT of financing a retail vehicle by liaising with alternate financiers and to promote diversity.
- Improved the retail through TGM from **40%** to **60%** within **3** months and **20%** delta increase in the retails.
- Identified challenges & laid roadmap by interacting with 101 TGMs, 15 farmers & 2 SHGs in 3 months.
- Conducted BTL activities pertaining to TGMs & Progressive farmers in 12 Green tehsils spanning across 5 districts.

Achievements:

- Achieved incremental profit of **₹1.8 Crore** and YoY delta of **+10%** in FY2019-20 for 15 dealers in Karnataka.
- Attained a reduction of vehicle turn-around time by **58%** for one dealer and **40%** average for all dealers.
- Retailed **229** Intra vehicles and achieved the year highest market share of **31.02%** in the span of 4 months.
- On-boarded 60 new TGMs in 3 months and responsible for **35%** delta increase in leads given by the TGMs

Company

Hyundai Motor India Engineering Pvt. Ltd., Hyderabad

Position Held

Senior Digital Designer, Hyundai-Kia Design Studio

Nature of Work

Digital Design (Styling) of Passenger vehicle cars

Year

August 2013 – July 2017 (4 years)

Key Skills

CAD DESIGN, CATIA FREESTYLE, CLASS A SURFACE DESIGN, ALIAS AUTODESK

Activities Performed:

- Led a group of 4 digital designers and executed 4 interior & worked on 10 full body exterior car projects.
- Developed class 'A' surface models for passenger vehicles satisfying the design & engineering requirement.
- Worked on 21 full buck interior models and assisted 5 exterior projects for product enhancement.
- Trained & mentored a batch of 2 Graduate Engineer Trainees for period of 2 months on CATIA -Freestyle CAD
- Delivered precise & accurate solutions to over **200+** projects in collaboration with overseas team at HQ, South Korea
- Circulated quarterly reports on latest trends in car design & market responses to change in design.
- Collaborated with cross functional teams in HQ, South Korea to provide optimum solutions as per the design.

Achievements:

- Represented Hyundai motors at Styling & Design conclave conducted by SIAM, India in February 2017
- Attained **25%** overall time reduction by developing a novel design method seeking inputs from the CFT.
- Selected as 1 of the 18 Digital designers into the Digital design studio department from a pool of 110 GETs

PROJECTS / INTERNSHIPS

Company

ACG Worldwide [Pune]

Position & Year

Summer Intern [April 2018 – May 2018]

Nature of Work

Project- Develop a Capacity Requirements Planning (CRP) model for plant

Activities Performed:

- Developed a Capacity Requirements Planning dashboard to identify capacity & load status of the plant.
- Analysed the manufacturing processes & identified the work centre parameters to establish a new process.
- Revamped the operations & standardized throughput times of the manufacturing processes for all products.
- Synthesized a 6-month road map for integrating the model with existing processes & smooth execution.

Achievements:

- Received **Best Performance** award for delivering outstanding performance & establishing a new process.
- Achieved a **30%** reduction in cycle time per year & saved an average **250** labour hours per machine.
- Attained a total cost savings of **₹50,00,000** per year which corresponds to **18%** of the total costs.
- Increased planning efficiency by **40%** & the prototype has been implemented across all 14 group companies

Final year Project in PG

To develop optimisation model for downstream FMCG supply chain network

- Developed an optimised model for transportation network in downstream supply chain for FMCG industry.
- Formulated algorithm to identify the least cost route considering the type of truck & least rented warehouse.
- Verified model with a hypothetical case study by determining optimized path & minimized the cost by **46%**