

Contact

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Top Skills

Real Estate Development
Strategy Development
Marketing Strategy

Honors-Awards

National Salon Chain of the year -
Lakme Salon - four years in a row
from 2016 to 2019

Pushkaraj Shenai

CEO at Lakme Lever
Mumbai

Summary

Experienced CEO - team, brand and business builder with a track record of agile learning and leading across - consumer goods/services, retail, real estate and healthcare across Global MNC, family owned MNC and start up environments. Pushkaraj is passionate about design thinking, building “branded” cultures, developing and executing strategic plans and building ecosystems to enhance customer and enterprise value. He is an architect from Sir JJ College of Architecture and a PGP from IIM Ahmedabad.

Angel investor - specific focus on consumer, consumer tech.

Experience

Lakmé Lever Pvt. Ltd.

Chief Executive Officer and Wholetime Director
October 2012 - Present (7 years 11 months)

Leading the team driving growth of Lakme Lever - the professional beauty business, of Hindustan Unilever Ltd, India's most admired FMCG company. Lakme Lever is a fully owned subsidiary of HUL with an independent board and Leadership team. We operate three brands - Lakme Salon (490 outlet and 4500 team members), TIGI - professional haircare, Dermalogica - prestige skin care.

Member of the Unilever Beauty and Personal Care Leadership team.

Achievements

Building a talented, purposeful and customer centric team which has :

- Developed the Beautify the Future vision and ONE Lakme values which have shaped the organisation and culture.
- Conceptualized and built Lakme Academy powered by Aptech - a strategic alliance with Aptech, India's leading vocational training organisation to create - expanded to 125 academies in 4 years.

- Driven Innovations to deliver 20% of revenues with the Runway Secrets portfolio and Show Stopping Collections at Lakme Fashion Week.
- Implemented the digital transformation agenda - technology and data driven ways of working supported by integrated POS, CRM, Enterprise, customer interfaces, ecommerce, LnD.
- Turned around loss-making businesses and delivered a strong CAGR on revenues, profit and customer service metrics (Net Promoter Score - 82%)
- Won the best National Salon Chain Award at the Indian Salon and Wellness Congress in for 4 years in a row from 2016 to 2019.

Piramal Realty

Chief Operating Officer - Piramal Realty and President - Group Corporate Brand - Piramal Group

August 2010 - October 2012 (2 years 3 months)

Dual Role

1. Leads the team responsible for Business Development through Land acquisition and JVs, design, liaison, construction and project management, marketing and sales.

Secured land transactions with a revenue potential of Rs 6000cr.

Led the project team through the concept and schematic development stages for the Rs 5,000cr (4.5 mn sft) Piramal Aranya luxury residential project in South Mumbai.

Developed and executed a unique Founder customers programme to reposition the project and increased revenue potential by Rs 600cr.

2. Designing and executing the Piramal group corporate brand strategy across business verticals, employee engagement programmes, CSR initiative on public health, corporate communication for the Rs 5000 cr Piramal Group Team delivered 3x media value in 3 years.

Piramal Group

President - Group Corporate Brand and Strategic Marketing

February 2008 - September 2010 (2 years 8 months)

Dual role

1. Designing and executing the Piramal group corporate brand strategy across business verticals, employee engagement programmes, CSR initiative on public health, corporate communication for the Rs 5000 cr Piramal Group. Conceptualized and executed helpyourbody a social initiative to prevent chronic metabolic disease with doctor - patient support programmes, a televised reality show and advertising.

Developed and executed a campaign to reach 120,000 medical professionals which launched the Piramal Healthcare brand and improved salience from the 9th rank to the 3rd rank in 4 months.

2. Office of Strategy Management for the Rs 1600 cr Formulations business. Responsible for business strategy formulation and execution, central marketing services, sales force effectiveness.

This business was divested to Abbott at a record valuation of 9 times revenues.

Globus

Head - Branding / Marketing

March 2007 - February 2008 (1 year)

Responsible for building a distinctive brand position and bringing it alive at every touchpoint.

Brand strategy and execution across all touch points, Communication, Media planning, buying and monitoring effectiveness, PR and corp communication.

Won the IMAGES Best fashion brand award in 2008.

Unilever plc / Hindustan Lever Ltd

6 years 11 months

Global / Regional Brand Manager

February 2004 - March 2007 (3 years 2 months)

Consumer understanding, Brand Strategy, Brand Innovation programme management, Brand Equity Management, Project Team Leadership, Brand Communication

Area Sales and Customer Development Manager

May 2000 - January 2004 (3 years 9 months)

Responsible for annual revenues of Rs 260 cr. Managed and grew a network of 120 channel partners. Role focused on sales and channel planning, design and execution of sales promotions, micro marketing initiatives and people programmes. Built a team which consistently featured in the top performers.

Talati & Panthaky Associated Pvt Ltd

Design Architect

November 1995 - June 1998 (2 years 8 months)

Responsible for design and execution of over 1,000,000 sq ft of luxury residential, premium commercial / retail and institutional and spaces. Includes M/s P K Das Consultants - 4 months

Education

Indian Institute of Management Ahmedabad

PGDM, Business Management · (1998 - 2000)

Sir JJ College of Architecture

B Arch, Design, Urban design, Project Management · (1991 - 1995)