

# Ashok Kumar Banerjee

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**Aspiring for MD, CEO, Director positions to create a sustainable growth trajectory for the organization through Profit Centre Operations, Developing strategies for Sales & Marketing, Business Development, preferably in the Food ingredients / Food Processing industry.**

## Prologue

### A. Experience

- Result-driven, dynamic go-getter with **26 years'** experience. Expertise in P&L management, Driving Capex Projects, Manufacturing, Sales & Marketing, Business Development, Channel Management, Product Development & Management, Key Accounts Management in the Food/ Food Processing industry, Pharma, & Feed Industry.
- **Currently working with Acme Cleantech Solutions Private Limited (A leader in Renewable Energy generation, pioneer in production of Green Hydrogen and Green Ammonia and a new entrant in Plant Protein space) as Executive Vice President & BU Head – Protein Business**

### B. Functional Proficiency

- A keen planner, strategist, and implementer with deftness in leading startups of new business divisions/ branches, devising and implementing strategies aimed at ensuring successful running and management of operations, and high organic growth in big business houses.
- Proficient in managing P&L, long term strategy, business operations encompassing development of key accounts, relationship management with customers and channel/business partners, innovations, administration, market analysis, conceptualising of new products, launching of new products.
- Expertise in tapping prospects, analyzing their requirements, rendering advisory support to clients for products suiting their requirements, and achieving successful conversions.
- Deftness in setting up new sales structures, handling Risk Management, Channel Management, and expanding business turnover.

### C. Soft Skills

- An impressive communicator with honed interpersonal, team building, negotiation, presentation, convincing and analytical skills.
- Ability to think out of the box and contribute ideas towards achieving operational excellence.
- Holistic approach with zeal to achieve customer delight by following best service standards.

## Product Purview

- **Products:** Plant proteins, Food emulsifiers, Enzymes, Gums, Sweeteners, Cultures, Modified Starches, Pectin, Bakery Ingredients - Bread Mixes, Cake Mixes, Bread Improvers. Oils and Specialty fats.
- **End Use Segments:** Bakery, Beverages, Confectionery, Ice cream, Nutrition, Snacks and Savory, Ready-to eat food services.

## Competency Matrix

-P&L Management	-Business Development	-Profit Centre Management
-Strategy Planning	-Sales Planning & Administration	-Sales Budgeting
-Sales & Marketing	-Credit Control & Recovery	-Customer Retention & Acquisition
-CAPEX Planning	-Product Management & Promotion	-Key Account Management
-Channel Management	-Liaison/ Networking	-Commercial Functions

## Employment Scan

### Since March 2023 – Acme Cleantech Solutions Private Limited

*(An Indian tech-based company engaged into Renewable energy, Green Hydrogen, Green Ammonia and Plant protein (Fermentation based Mycoprotein))*

#### ♦ Executive Vice President & BU Head – Protein Business

##### **Profile Highlights:**

- » Managing P&L, business expansion in both domestic and international markets.
- » Lead the project of setting up a new production facility in Rudrapur with a capacity of 7K MT dry protein powder per annum.
- » Guide R&D and application team to develop prototypes and optimize cost benefits against other proteins.
- » Recruit and develop a high-performance sales organization for business development and devise a future growth trajectory.
- » Develop a mechanism for long term business continuity with key players in the market.

##### **Key Achievements:**

- » **Project:** Successfully appointed three international project designers to work on the plant lay-out, detailed design and EPC of the project.
- » **Market Research:** Successfully carried out market research of the Plant protein market, its size, future growth trends, key players, opportunity and threats by Bain & Co., E&Y and Giract.
- » **Production:** Able to standardize the Pilot scale production, stabilize the drying process from Freeze drying to Spray drying method, which has substantially reduced the cost of production.
- » **Business Development:** Got positive feedback about product performance from key players, viz., Nestle', HUL, Zydus, ITC, Kellogg's & Tata Consumer etc.

### From October 2020 – February 2023 – IMCD India Pvt Ltd.

*(A Dutch MNC listed in Rotterdam Stock Exchange, engaged in distribution of Chemicals and Food ingredients across 55 countries.)*

#### ♦ Director – Food & Nutrition, India

##### **Profile Highlights:**

- » Managing P&L, CAPEX, Digital and Print Media planning.
- » Manage and grow a portfolio of 24 leading principals (manufacturer) of functional ingredients.
- » Optimum utilization of Innovation Centre as an Incubator for growth.
- » A consistent strategy for growth on YOY basis.
- » Analysis of existing portfolio and add new principals for future growth.

##### **Key Achievements:**

- » **Business Growth:** Successfully achieved 41% GM growth in FY-21, and 25% in FY-'22.
- » **New Principals:** Added two new Principals, in Sweetener - ManusBio, Natural color – IFF.
- » **CAPEX:** Able to get budget approval and installation of Lab scale Ball Mill for confectionery segment
- » **Promotion and Visibility:** Successfully participated in Fi – India.

**From May 2015 - October 2020 - Frigorifico Allana Pvt Ltd.**

*(A Subsidiary of IFFCO Allana, UAE - with manufacturing plants in Mumbai, leader in Specialty Fats & Oils, and Bakery Premixes.*

♦ **Director- Industrial Sales**

**Profile Highlights:**

- » Taking care of P & L, analyse commodity market and devise pricing strategy.
- » Launching new products & providing economic solutions to TIER-II & III accounts.
- » Introduction of new solutions and maintain premium.
- » Consistently achieve budget volume and margin and grow the business.
- » Managing Sri Lanka and Bangladesh market.

**Key Achievements:**

- » **Business growth:** Successfully grown Oils & Fats business from Inr.84 Cr. to Inr.650 Cr.
- » **Project Completion:** Installation of RPKO refining facility, reach Payback before target date.
- » **New Business with Nestle:** Started Nestle account for supply of low 3-MCPD oils for Noodles.
- » **MB Certification:** Successfully started Mars account for supply of MB certified fats.

**From June 2008 - May 2015 - DuPont India, (Formerly known as Danisco India Pvt. Ltd.)**

*A Danish MNC with manufacturing sites in 6 countries, leader in Emulsifiers, Enzymes, Cultures, Antioxidants, and other food ingredients.*

♦ **Designation: Sales Manager**

**Profile Highlights:**

- » Market mapping, identify potential customers in the region, in Bakery, Oils and Fats segment.
- » Technical collaborations with Innovation team and customers on various projects for the detailed design procedure and line trials.
- » Planning and conducting product demonstrations in co-ordination with customers for both new and existing products.
- » Prompt and effective resolution of customer complaints related to product performance, packaging, delivery, price, service, documentation, and accounts reconciliation etc.
- » Managing Sri Lanka market having key accounts like Unilever Lanka, Wilmar, NMK, Maliban Biscuits etc.

**Key Achievements:**

- » Started business with Britannia. HUL, Bakels, VKL & ITC.
- » Successfully completed the project with Parle, ITC (fruit juices), Amul.
- » Completed tortilla project with General Mills India and started business.
- » Completed and commercialize Pectin business with ITC for Juice

**From August 2006 - May 2008 –AB Mauri India Pvt. Ltd. Formerly known as Burns Philp (I) Pvt. Ltd.**  
*A Subsidiary of British MNC, Associated British Foods and engaged in manufacturing of Yeasts, Bakery Premixes, and other Ingredients.*

**Designation 3: Manager – Business Dev. & Tech. Support (From August 2006 – May 2008)**

**Profile Highlights:**

- » New business development for application of bakery ingredients, Yeast & Yeast Extracts in Food, Pharma and Feed Industry, across the country and select overseas markets.
- » Industry analysis and strategic positioning plan, product screening and bench marking with competitors and sending feedback to the product development team.
- » Product development for innovative application in biotechnology.
- » Developing dealer network to reach sales target.

**Key Achievements:**

- » Developed new export market for Yeast extracts.
- » Started new business with Biocon in Pharma segment.

**Designation 2: Manager – Production (From September 2002 – July 2006)**

**Profile Highlights:**

- » Production planning and execution, process analysis and development on a continual basis.
- » Implementation of ISO – 9001 – 2002, HACCP.
- » Developing and maintaining standard operating procedures, team building and focus group for cost reduction activities, allocation, and monitoring of job.
- » Designing budget and forecasting models.

**Key Achievements:**

- » Successfully achieved production target of 200 Mt of Yeast and 100Mt of Bakery Ingredients in a year.

**Designation 1: Manager – Technical Application (From September 1999 – September 2002)**

**Profile Highlight:**

- » Technical demonstration of product performance at customer's site.
- » Comparing technical & economical benefits of using our products.
- » Developing new customer and maintaining a good customer relationship.
- » Monitoring competitor's activity and sending feedback to the product development.

**Key Achievements:**

- » Received Star Performer Award for Sale of Bakery Ingredients.

**From July 1997 – September 1999 – Modern Food Industries (I) Ltd.**

*A Govt' organization, engaged in manufacturing of Bakery Products, Breads, Cakes, Buns etc.*

**Designation: Production-in-charge**

**Profile Highlights:**

- » Carrying out production and maintaining shift schedule.
- » Monitoring quality control of incoming raw materials and final products.
- » Managing manpower.
- » Market survey (Occasional).

**Key Achievements:**

- » Contributed to improve product quality and initiated production in three shifts from one shift, to cater the growing market demand.

**Educational Qualifications:**

- » Senior Management Programme – Indian Institute of Management – Ahmedabad - 2021
- » CS – Executive Level – Institute of Company Secretaries of India - 2013
- » PGDBM (Executive MBA) – Narsee Monjee Institute of Management Sciences, Mumbai - 2011
- » B. Tech - Food Technology & Biochemical Engineering - Jadavpur University, Calcutta – 1997
- » Specialized Diploma in Financial Management -IGNOU, New Delhi 1994
- » BSc - Honours in Chemistry - Calcutta University, Calcutta, 1992

**Other Qualification(s)/ Certificate(s)/ Programme(s) Attended**

- » Lead Auditor Training Course for ISO-9001-2000, conducted by SGS India Pvt. Ltd.
- » Training on Distributed Control System – Conducted by Yokogawa, Japan.
- » Training on Sales and Customer Relationship Management – Activatum, Denmark
- » Training on Key Account Development – TACK International

**Personal Details**

- » Date of Birth: 17<sup>th</sup> August 1969
- » Marital Status: Married
- » Nationality: Indian
- » Passport Details: Passport No. Z6063220