



Yogesh D Barot

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SENIOR EXECUTIVE LEADERSHIP

Corporate Strategies Consultative & Solution selling Approach Customer Experience Marketing

I am a highly experienced & innovative engineering & business management professional with expertise in above, business data analytics, corporate strategies, P&L, brand building, demand generation through establishment of customer support group first time in Indian Cement / Concrete industry. I am founder of first of its kind global digital / E commerce platform for setup & establishment of cement & concrete industry & unique software's for customers & influencers.

I am also pioneer in establishing profitable business from its launch through brand marketing & is adjudged as Transformational corporate leader / manager, business driver & implementer as per sales assessment agency London UK. I have worked at global Holcim's opco Ambuja Cement for over 25 years with a proven history of achieving record revenue generation of @ \$ 900 Mio, 10 MioT cement marketing in retail/B2C segment. Also worked at Prism RMC with sale of 3 Mio Cu M of concrete in B2B2C segment annually through commercial & infrastructure projects. I have expertise in experience economy, new income streams using 'trust deficit to trust surplus' principle.

CORE COMPETENCIES

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|--------------------------|---------------------------------------|
| • OH&S/VCCE/ABCD | • B2C2B Marketing & Sales leadership |
| • Corporate leadership | • Est. of Customer Support Group |
| • P&L Accountability | • Advanced Building Constructions |
| • E Commerce platforms | • Training programs with cases/ sim's |
| • Digital Transformation | • Global exposure of > 15 countries |
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PROFESSIONAL EXPERIENCE

1) **Business Management Consultant – Business Dimensions International**

Helping companies for overall corporate business strategies, product marketing & sales establishment of customer support group, digital transformation, demand generation etc.

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2) National Head Customer Service group & Marketing: Prism Ready Mix Concrete (June 2019 – Dec 2021) Mumbai, India:

Successfully led as Business Head & delivered profitable business & support to P&L by achieving sales of 3 Mio Cu M concrete annually in commercial, infra & residential projects, engaged customer centricity, lead generation, brand marketing & building, sales, special products launch, DIY segment & over all business across India with outstanding customer satisfaction.

3) Vice President (Customer Support Group): Ambuja Cements Ltd. (Opco Holcim) – June 1993 – Dec 2018 - @ 25 Yrs - Gurgaon, India

Provided corporate executive leadership in establishing India's leading Ambuja cement company through customer experience marketing, achieved sales of @ 10 MioT cement annually since its launch through customer & influencers engagement, brand building , go to the market events in various markets till its market leadership in terms of volume with highest price premium.

Selected vital Contributions:

- Successfully launched Brand & Customer support group in many states of India.
- Launched innovative value add services & software's for customers & influencers.
- Handled team of 150 cross functional civil engineers & marketing with highest engagement score as per global Gallop survey & designed / delivered many training programs.
- Recognized for leadership abilities and promoted numerous times to leadership roles.

4) Project Engineer: Crown Construction / Kamal Mangaldas (July 1990 – May 93)

Successfully executed residential & industrial projects construction within time & stipulated budget.

EDUCATION & CREDENTIALS

Indian Institute of Management Ahmedabad (IIM A) Alumnus: Senior Management Program 05
Harvard Business School (USA): Global Business

BITS Pilani: Master of Technology Quality management (Verified as Equivalent to MTech in UK as per ECCTIS VISA & Nationality Services with CEFR English level C1.)

IMD Lausanne Switzerland – Alumnus: Corporate Leadership.

University of Pune: Bachelor of Civil Engineering

Global survey panelist Mc Kinsey & co, Advisory council member Harvard Business Review.

PROFESSIONAL CERTIFICATION & ASSOCIATIONS

Certified Concrete Technologist by NRMCA (USA), RMCMA (India), Ready Mix Concrete course by City & Guilds London UK, various Holcim's certifications, Earthquake Risk Mitigation training program by NIT Jaipur, Achieving Excellence through Super Service course at ISB Hyderabad.

Memberships: American Concrete Institute, Indian Concrete Institute, Gujarat Institute of civil Engineers & Architects – Ahmedabad.

Attitude is in my blood it says B+