

Transformation architect with 20 years of APAC leadership, delivering Regional Director–level outcomes across chemicals, semiconductor supply chain, and logistics. Stewarded \$150M+ P&L with sustained 25%+ CAGR, compressing cycles by up to 90% and unlocking \$50M+ uplift via SAP/Salesforce. Ready to lead Regional Director/VP mandates, proven through board-aligned governance, compliance frameworks, and APAC expansion. ONE Pass eligible (\$\$30K+), globally mobile, positioned to scale operations from India — the world’s #4 hub after US, China, and Germany — into Singapore/APAC growth markets.

CORE COMPETENCIES

- APAC Market Expansion
  - Logistics Optimization
  - P&L Stewardship
  - Governance & Compliance
- Semiconductor Supply Chain Strategy
  - Operational Excellence (Lean, Six Sigma, SAP/CRM)
  - Digital Transformation & BI Dashboard
  - CXO Dashboarding & Risk Governance

Leadership Highlights

- Owned \$150–180M regional business across BASF, DSM & 3M — delivering 25%+ CAGR through targeted market penetration
- Architected a 3-year South-Asia business plan, consolidating divisional roadmaps into one cohesive growth strategy
- Built a safety-first, compliant hub across three plants — zero lost-time incidents, 30% faster delivery
- Scaled three greenfield ventures from zero to 25% CAGR via strategic alliances and automation
- Cut business cycles 50%, extended longevity >10 years & drove \$50M+ uplift through systematic workflows

Work History - Track Record & Professional Experience

BASF India Ltd. | Head, South Asia P&L & Business Excellence, (Semiconductor-Grade Polymers & Logistics)

South-Asia General Manager - Owned \$100M+ P&L, scaled semiconductor-grade polymers across APAC fabs, optimized logistics forecasting to reduce DSO/DIV impact, and delivered 25%+ CAGR through market expansion.

BASF India – Career Progression Summary

Head – Business Excellence, Projects & Institutional Sales (South Asia)Jul 2024 – Present.

Salesforce, CRM, CPQ, Power BI, SAP S/4HANA, Agile Delivery, AI-led Dashboards, Contract Lifecycle Governance, BIS/ DCPC Compliance, AI and Cloud Fundamentals, NPS Tracking, Customer Analytics, KAM  
Markets:Automotive, Railways, Industrial, Universal, Footwear  
Turnover & CAGR:South Asia, Business P&L, CXO Oversight

Responsibilities:

- Succession planning and team/customer/new growth focus
- Institutionalized Key Account Management discipline across SBUs, providing strategic direction, review frameworks
- CXO-aligned account planning to enhance retention and governance visibility.
- Distribution management and strict compliance (BIS, DCPC, Agreements, CRM)
- Business complexity handling and future plant capacity planning
- Supported enterprise-wide contract lifecycle visibility and compliance tracking using SAP/CRM workflows
- Collaborated with cross-functional teams to deliver transformation aligned with CXO priorities

Key Achievements:

- Increased customer acquisition, retention by 200% through digital sales gateways and CXO-aligned account planning
- Launched online sales platforms across SBUs, accelerating new business growth and improving compliance visibility
- Established governance frameworks aligned with board expectations, embedding audit-ready compliance in operations
- Built CXO dashboards for complexity and compliance tracking, improving decision-making transparency
- Developed BIS regulatory certification framework ensuring 100% compliance for product portfolios
- Finalized key account plans and led leadership reviews, strengthening retention and governance oversight
- Enabled CRM-driven customer lifecycle management with AI workflow checks, boosting efficiency and scalability
- Positioned business for scalable growth in digitally regulated environments across South Asia

Head – EP (South Asia) | Japan Integration Manager (India, Global Mandate)Jul 2023 – Jun 2024

Products:Engineering Plastics, PU, TPU (Local & Imports)  
Markets:Automotive, Railways, Industrial, Universal  
Turnover & CAGR:~ \$100M ~ 11% Growth

Responsibilities:

- Led regional strategy and APAC alignment
- Excelled in distribution growth and channel management
- Managed key accounts and launched new products with targeted overnight sales

Key Achievements:

- Implemented commodity sales strategy driving recurring, profitable growth across APAC markets
- Achieved immediate sales uplift through targeted product launches and channel expansion
- Strengthened APAC collaboration to align portfolio strategy and mitigate regional risks
- Delivered CXO dashboards tracking churn, margin, and SLA governance, enhancing portfolio visibility
- Supported APAC-wide portfolio alignment with risk mitigation frameworks for sustainable growth
- Optimized distribution networks, expanding reach while harmonizing compliance standards

Career Highlights

- Drove 25% CAGR in South Asia Performance Materials—launched digital automation across 5 markets.
- Slashed regional sales cycle by 50%, yielding \$100M + revenue uplift.
- Implemented ESG initiatives as Avery Dennison Management Trainee—reduced VOC emissions 10% and optimized waste management.

TRAINING/ COURSES

- Business Excellence Program, BASF Germany
- Miller Heiman Strategic Selling Certification
- Executive Certification in Conflict Resolution
- Red & Blue Ocean Strategy Workshops
- Advanced Negotiation & Customer Intimacy Workshop

Life Member – Recognized Professional Institutions

- Fellow and Chartered Engineer (CEng, (India)
- Independent Directors (IICA), DIN: 10870413
- Indian Institute of Chemical Engineers (IICHe), India
- Quality Circle Forum of India (QCFI)
- Polymer Council of India (PCI)
- Participant, BASF Global Business Excellence Program (Germany)

Languages

- English – Fluent
- Hindi – Native
- Japanese – Beginner
- German – Beginner

Regional Manager Automotive | Japan Integration Manager (India, Global Mandate) Apr 2016 – Jun 2022

**Products:** Engineering Plastics, PU, TPU (Local & Imports)  
**Markets:** Automotive, Railways, Furniture  
**Turnover & CAGR:** ~EP \$20M → \$70M + ~PU \$35M → \$45M (~25% & ~5% CAGR resp.)

- Responsibilities:**
- P&L ownership, strategic planning, government compliance, and team leadership
  - Built and led high-performing regional teams, fostered ownership, agility, and compliance across commercial & technical functions
  - Turned \$35M PU business profitable
  - Initiated distribution strategy for new growth
  - Supported bottom-up OP planning and margin improvement (volume & value)

- Key Achievements:**

  - Removed 25-year legacy agents to streamline operations
  - Identified low-margin accounts and implemented corrective actions
  - De-risked business by onboarding new players
  - Localized global products with consistent quality standards
  - Reduced cost to serve by 0.5%
  - Cut VOC emissions through product reformulation
  - Optimized distributor network for margin and reach
- Board Readiness**

  - Built CXO dashboards for governance, churn & SLA visibility at APAC
  - Advocating GenAI's role in legacy stewardship, compliance & citizen equity
  - Created BIS certification frameworks & contract-lifecycle governance systems
  - Positioned transformation legacy for Global Talent and PR pathways through quantified impact, governance depth, and inclusive leadership.
  - Associated with Asian Development Bank as consultant-level member, participating in governance and reform knowledge exchanges.

Regional Manager – India | Japan Integration Manager (India, Global Mandate) Feb 2011 – Mar 2016

**Products:** Engineering Plastics (Local & Imports)  
**Markets:** Automotive, Electrical, Railways, Furniture, Footwear  
**Turnover & CAGR:** \$3M → \$30M (~60% CAGR)

- Responsibilities:**
- Full P&L ownership, direct sales, business development, and trials
  - Built 100% clean business from scratch without price dilution or cross-selling
  - Drove sales growth independent of global accounts
  - Aligned with BASF Way to manage market needs and stakeholder expectations

- Key Achievements:**
- Added new customers to win 60–100% market share in end markets
  - Built OEM relationships from scratch (Maruti, Hero, Honda)
  - Reduced sales cycle by 30% through direct engagement
  - Created India-first metal-to-plastic conversion applications
  - Established regional dominance with minimal marketing spend
  - Won sales award for localization and RM source approvals
  - Retained market share through proactive pricing strategies

3M India Pvt. Ltd. - Energy & Advance Materials Division Mar 2010 - Jan 2011  
Manager (Sales & Marketing) - North & East India

Accomplished to be an Ambassador for Quality, Cost & Value.  
Techno - Commercial Role, managed 3 Mio Euro Fluoropolymers business 40% CAGR

Sales & BD Role for Universal industries like Electronics, Polymer Processing, Multilayer Films mfg., Wire & Cables, Rubber Industry, Oil & Gas, Automotives for Fluoro Polymers, Surfactants, Glass Bubbles, PPA. Led sales of advanced surfactant solutions into electronics and semiconductor manufacturing supply chains, supporting wafer cleaning, etching, and precision coating processes

DSM Engineering Plastics (merged to form - Envalior), Northern India Aug 2007 - Feb 2010

Business Development - North India  
Accomplished to be a man for Value Selling (Conceptual & Strategic)

Techno-Commercial Role to manage 6 Mio Euro business with 40% CAGR for Engineering Plastics in Automotive & Electrical segments with OEMS, Tier 1 & 2

Avery Dennison India Pvt. Ltd. Plant Operations, Gurgaon June 2006 - Aug 2007  
Leadership Development Program

Accomplished to be a man of Operational Excellence

Responsible for Team handling Plant Operations, Inventory, Adhesive Compounding, Process, Production, Health & Safety, 5S Plant layout, Personnel and Sustainability under ESG (VOC, GHG, Carbon Footprint) & GMP aspects  
Responsible for Adhesive Quality & Cost Management, Plant team Moral & motivation

EDUCATION: India's Top Government & National Institutions		Legacy Domains & Board Themes
➤ <b>MBA</b> Master of Business Administration Indira Gandhi National Open University	1st Division Completed Dec 2024	Legacy Domains & Board Themes
➤ <b>Bachelor of Engineering (Polymer Sc. &amp; Chemical Tech.)</b> Delhi College of Engineering, Delhi University	1st Division Aug 2002 – June 2006	Governance   ESG Stewardship   Succession
➤ Diploma in <b>Pharmacy</b> (Associate Degree) Directorate of Technical Education, Delhi Govt.	1st Division Aug 2000 - July 2002	Board Advisory   Legacy Stewardship   Advocacy
➤ <b>LLB -Law of Contracts, Anti-Trust, Torts, Regulations &amp; Compliance</b> Faculty of Law, Delhi University	1 year Coursework Aug 2012 - May 2013	Business Compliance   ASEAN Partnerships
		APAC Strategy   Institutional Reform   Transformation   Business Compliance