

**AMIT KUMAR**

Delivering Regional Director–Level Outcomes | APAC Market Expansion & Operational Excellence | \$150M+ P&L Stewardship | ONE Pass Eligible (\$\$30K+)

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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

**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

**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

**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**

➤ **MBA** Master of Business Administration  
Indira Gandhi National Open University

**1st Division**  
**Completed Dec 2024**

**Legacy Domains & Board Themes**

Legacy Domains & Board Themes

➤ **Bachelor of Engineering (Polymer Sc. & Chemical Tech.)**  
Delhi College of Engineering, Delhi University

**1<sup>st</sup> Division**  
**Aug 2002 – June 2006**

Governance | ESG Stewardship | Succession

➤ **Diploma in Pharmacy (Associate Degree)**  
Directorate of Technical Education, Delhi Govt.

**1<sup>st</sup> Division**  
**Aug 2000 - July 2002**

Board Advisory | Legacy Stewardship | Advocacy

➤ **LLB -Law of Contracts, Anti-Trust, Torts, Regulations & Compliance**  
Faculty of Law, Delhi University

**1 year Coursework**  
**Aug 2012 - May 2013**

Business Compliance | ASEAN Partnerships

APAC Strategy | Institutional Reform | Transformation | Business Compliance