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| **V.V.M Rao**  E-Mail : [rao.vvm@gmail.com](mailto:rao.vvm@gmail.com)  Date: 01.02.2021 | | **Rao** | |
| **Objective** | | | |
| To increase share holder value | | | |
| **Professional Profile**  **Management and leadership, both involving different types of outlook, skills and behavior are important for the delivery of great results. The glittering accomplishments were a combination of outstanding leadership qualities and excellent management skills.** | | | |
| * An astute, result oriented **LEADER** with experience in heading Operations, managing and turning around Profit Centers with demonstrated initiative | | | |
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| * A proactive **LEADER** and planner with expertise in strategic planning, growth plan execution with skills in Supply Chain Management, P&L management, competitor / market analysis, business development, staffing, management reorganization, targeted marketing and maintaining exquisite Industrial Relations.. | | | |
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| * An out-of-the-Box Thinker with the distinction of increasing revenues, laying down operational frameworks, launching new brands and creating a team work environment to enhance productivity innovatively in challenging work environments in MNC organizations and Indian conglomerates including a startup requiring an expertise in concept marketing. | | | |
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| * An effective communicator with exceptional abilities in forging business partnerships in domestic markets, lead sales teams and establish beneficial relationships with Government bodies. | | | |
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| * Have a proven track record of **TURNING AROUND** a massive incipient Sick Continuous Process Industry of a large industrial house and heading business operations in MNCs and large Indian Conglomerates along with effective networking with Govt. bodies at all levels. | | | |
| **Career Highlights**  **For personal reasons, I intend to relocate immediately. In the process I received an offer from Vedanta Limited to join them as Director – Marketing in their recently acquired Bokaro plant. However, as the destination is not my preferred location I begged off the offer.**  **A large continuous process industry, Kochi as Whole Time Director - Operations**  **One of the largest producers of Paper & Board – Heading all operations of the company.**   * On the Board of one of the largest listed continuous process industry as Whole Time Director-Operations and an Occupier with Kochi as Head Quarters. With complete responsibility of all the operations of the Company including P&L accountability and Balance Sheet finalization with special emphasis on Supply Chain Management, Finance, HR, Purchase, Product Quality, Marketing, Business Development, Profitability, Cost Cutting and maintaining good Industrial Relations in Kerala, prominently known for trade unionism. I was obligated to augment share holder value. * Duty bound to ensure strict compliance of all statutory requirements of the Company and required to ensure proper safety of the factory and its employees. * In addition to many accompanying responsibilities principal task included complete protection of environment and maintain water and air pollution levels under check. | | | |
| **At Electrosteel Castings Limited and Lanco Industries Limited As Senior General Manager (Marketing) & Spl Director** | | |  |
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| The largest producers of Ductile Iron Pipes used in Water Supply, Sewage, and Effluent projects | | |  |
| * With large revenues, established the company as a trendsetter in water infrastructure. * Established and maintained excellent business relations with Govt. bodies at all levels across the entire Government machinery – political, bureaucratic and departmental officials to secure profitable business from medium and large water infrastructure, sewerage, effluent treatment & thermal power projects. With user departments being predominantly government bodies, my principal job responsibility is liaisoning with various government bodies at all levels including Chief Ministers, Union Ministers, State Cabinet Ministers, MPs, MLAs, Chief Secretaries, Principal Secretaries, HODs and every other Government and Quasi Government Officials. This demands excellent networking propensity and deftness | | |  |
| * Increased sales of DI pipes by a over massive 1560 % in quantity and by over 1790 % in revenues   **At The Sirpur Paper Mills Limited (A large integrated Pulp & Paper Industry). As a member of Senior Management Team – General Manager (Marketing & Materials)** | | |  |
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| **A part of the Birla Group producing the largest varieties of Writing & Printing Paper, Packaging Paper & Board and Specialty Papers** | | |  |
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| * Strategically acted as an Agent of Change and TURNED AROUND the incipient sick unit | | |  |
| * Evolved and implemented a series of well-planned strategies; resulting in the emergence of a rejuvenated force in the paper industry * Components of strategy encompassing every functional zone included      * + Liquidation of massive unsold stock accumulated over a few years. This would help in bringing in much required funds   + Improve the quality of all varieties and add value to a few   + Determine quality parameters of each variety and strictly monitor to achieve the parameters   + Instill confidence in the market, especially, the strong and resourceful distribution channel   + Cost cutting and stabilizing finished goods prices vis a vis other manufacturers   + A major element of logistics in supply chain operations is transportation. In any integrated paper mill transportation plays a crucial role in transporting material to and from the plant. Cost of transportation also plays a very important role in improving financial results. However, with over 1500 trucks carrying inward and outward material daily any reduction in the cost and streamlining the operations would have a notable impact on the mill's performance. Realising this I did take a few hard measures to cut the cost of transportation adding to the bottom line.   + Modify existing operational systems and introduce new systems   + Ensure consistent optimum production levels   + Materials management, a core supply chain function includes skillful planning and execution expertise. Resolved all issues pertaining to inventory, user departmental requirements, freight, payments, suppliers’ confidence and unattended mountain of departmental issue vouchers.   + Arrested losses, stabilised the bottom line and marched ahead to transform the organization into a vibrant entity   + Helped in maintaining excellent Industrial Relations in spite of a large unionised work force | | |  |
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| **At WIMCO Limited – Swedish Match Group** | | |  |
| A large multinational, engaged in manufacturing and marketing a variety of consumer and industrial products | | |  |
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| * As Sales Manager (Consumer Products Division) * Handled exports of foods division | | |  |
| * Underwent training in three countries – Sweden, England and Germany in Akerlund & Rausing plants. * Was based in Lund, Sweden for three years | | |  |
| * As Marketing Manager (Laminated Packaging Systems Division), drove marketing efforts to promote state of the art automatic packaging systems in India | | |  |
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| **At Photophone Limited – Radio Corporation of America Group** | | |  |
| The largest company engaged in the manufacture of theatrical equipments in collaboration with Radio Corporation of America | | |  |
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| * Promoted the sales of theatrical equipments. | | |  |
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| **Education** | | | |
| MBA from IIM, Ahmedabad | | | |
| Bachelors Degree in Commerce from Andhra University  HSC from Sainik School Korukonda | | | |
| **Personal Details** | | | |
| Address | Umang”, 3-18A-2/2  Road No: 5, Ayodhya Nagar  **KAKINADA – 533 001** | | |
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| **Mobile** | **+919676800333** | | |
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I am also furnishing below my recent interview report by an international HR consultant, Shortlist for the post of Managing Director in a German MNC.

**VVM, this is your Personal Relative Strengths Report.**

The Shortlist Relative Strengths report has been uniquely designed to uncover the ordering of 10 factors within you.  
These 10 factors were chosen due to their strong association with the way you are effective at both work and in life.

**What does "relative strength" actually mean?**

Unlike "absolute" scores, "relative" scores cannot be compared to other individuals. They are used to identify factors that contribute the most to your personality and behaviour.   
  
A high score on any factor means that it forms a dominant part of who you are.A low score simply means that, within you, other factors tend to be expressed in a more dominant fashion.

VVM

Relative Strengths Report

https://d21wf6wt7rbylq.cloudfront.net/webportal/assets/images/shortlist-logo-web.png

These are your top three personality traits

**Resilient**

**Detailed**

**Poised**

1. **Detailed**

**Overview:**

Details really matter to you, and your comfort with them is one of the strongest features of your personality. High attention to detail is the ability to achieve thoroughness and accuracy when accomplishing a task. Detailed individuals are highly sought after by many companies, and you always take great pride in your work. As the old saying goes: The devil is in the details.

**Where you work best:**

Individuals with high attention to detail thrive and excel across many roles and functions. Fields such as Finance, Project Management and more technical roles are prime examples of you are likely to do well.

**Potential watch-outs:**

People who have high attention to details can sometimes be described as being a ‘Perfectionist’. You focus on the detail means that you can sometimes become too obsessed on them. Watch out and be sure to simultaneously take in the perspective on the big picture

1. **Poised**

**Overview:**

One of the key strengths of your personality is your poise. Highly poised individuals demonstrate a general aura of confidence and have the ability to deal with high-pressure situations. Often, your reaction to an obstacle can turn-out to be a defining moment, and the ability to remain calm under times of great stress is a critical component of leadership.

**Where you work best:**

Highly poised individuals thrive in high-pressure environments where a calm presence is valued. Roles that require a calm and focused approach to problem-solving such as conflict management or emergency planning are examples of where you are likely to do well.

**Potential watch-outs:**

Across urgent situations this quality can bring tremendous value, however you must be mindful that across non-urgent situations calmness can sometimes be construed as lacking enthusiasm for the job at hand.

1. **Resilient**

**Overview:**

**Your** ability to respond to challenge is one of your key strengths. Highly resilient individuals show determination to complete tasks in the face of obstacles. At some point, everyone experiences varying degrees of setback; how you deal with these problems play a significant role on the outcome. You are not be easily overwhelmed and are able to utilize your skills and strengths to cope and recover from problems and challenges.

**Where you work best:**

Highly resilient individuals thrive in environments where challenges must be overcome. That said, what is deemed “challenging” is to some degree, subjective. What may be difficult for one person may not be for another. Roles that require high resilience are often marked by high rates of employee turnover – e.g. insurance, retail and customer service to name a few.

**Potential watch-outs:**

Taken too far, highly resilient individuals can sometimes be perceived single-minded or stubborn. When working on a challenging task, you should be mindful to regularly seek feedback to help recognize when enough is enough. To be at your most effective sometimes it is best to cut your losses vs. peruse a task to the bitter end.

More Like You

Less Like You

1. Detailed

Naturally inclined to pay attention to detail, and an approach to tasks that reflects a high degree of organization, logic, and structure.

1. Poised

Confident, calm under pressure and have a strong sense of self-assurance.

1. Resilient

Mentally tough, persist on challenging tasks, and bounce back from temporary set-backs.

1. Team Focused

Team player, who enjoys participating and collaborating with others to achieve objectives.

1. Persuasive

Use both logic and emotional appeal to persuade others to see from your perspective.

1. Task orientated

Proactively guide, direct, and clarify tasks, roles, and procedures related to accomplishing a goal

1. Learning Orientated

Naturally inclined to be curious, inquisitive, investigative and keen to learn.

1. Empathic

Naturally inclined to relate and get along with others, with an understanding of your own emotions and their influence on

1. Social

Socially outgoing, enjoy meeting new people, and tend to seek-out socially stimulating environments.

1. Energetic

Bring a high level of energy, enthusiasm, and vigour to your surroundings.