



ASHISH ARORA

Marketing (GM | VP | Operations | Branding | B. Development)

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PROFESSIONAL PROFILE

A seasoned Management professional with over 20 years of demonstrated record of exceeding profitability goals, turning around underperforming units and driving increased revenues and market share. Practical experience in the development, growth & leadership of personnel. Broad-based experience in Business Development, Sales & Marketing, Operations, Project Management, Client Relationship & Team Management with proven ability to quickly analyze key business drivers and developing strategies to grow top & bottom line. Strong business acumen with skills to remain on the cutting edge; drive new business through conceptualizing strategies, augmenting & streamlining networks. Expertise in managing entire sales & marketing operations by ensuring optimal utilization of resources; merit of launching a 350,000 USD product in India and Thailand. Ensured successful ramp up of business assignments; while working in coordination with clients & ensuring effective service deliverables. Well versed with ISO, TQM, Lean Manufacturing, 5S and QC. Deft in handled new projects, product launch with branding and brand management. Knowledge of Thai Business Law, BOI, Chamber of Commerce, Social Security, Taxation, DEP, Alien Worker Policy; waste water management, water harvesting, water treatment. Well organised with a track record that demonstrates self-motivation, creativity, and initiative to achieve both personal & corporate goals.

CAREER SUMMARY

Since Jan'19

Rashmi Group (Koove IOT Pvt Ltd)
Sr. Manager Marketing & Sales

- Start first ever Integrated Disposable Nitrile Medical Examination Gloves in the Country. Part of the core team and involved in the project since the inception stage.
- Involved in promoting the Group and its product or a service and ensuring that the company's messaging is effective in attracting new customers and retaining existing ones.
- Chalk out the strategy plan for achieving and maintaining a competitive edge in the market (as defined by the Group's Management) then focused in the implementation of this strategy through the marketing roadmap's prioritised actions.
- Setting the content strategy and putting out an editorial plan that supports the company's goals, ensuring that creative and content are aligned with the company's strategic objectives. Create marketing collateral items and collaborate with the digital marketing team to write meta descriptions to increase SEO rankings.
- I am the go-to person for any marketing-related inquiries or requests from within the organisation, and I provide cross-functional leadership and keep everyone up to date on marketing plans.
- Provide all sales support, including everything from providing instructional materials to educating sales professionals on how to better move consumers through the buyer's journey.
- Assisted with budget management for the company's campaigns and products, and was significantly involved in event planning and production.
- Promoting a great product or service is a lot of fun. We worked to personally contribute to the company's development while also supporting customers with their worries. We have taken on this enormous duty, which will demand a great deal of effort and dedication, but it is both inspirational and impactful.

Since Jan'19

UNIFY BUSINESS
Head Sales

- providing the world's leading organizations with the practical knowledge they need to improve performance
- Responsible Manage the Outsourced office in India and to develop email marketing campaigns to promote a product or service. Determine target markets, formulate strategies, and launch an email campaign to create buzz or generate sales leads.
- Create email marketing campaigns to promote products or services• Ensure marketing message is conveyed clearly and delivered properly to prospects. Develop and code the list segmentation for all direct and interactive marketing campaigns and communicate requirements to the primary database vendor.

Jul'13 - Sep'18

INNOVATIVE GLOVES COMPANY LIMITED
General Manager

- Spearheading a wide gamut of activities encompassing;
 - Overseeing management of manufacturing process and quality system.
 - Handling backend sales & marketing functions viz. order follow up, providing quotes to customers, new customer development through mailers, sales contracts, etc.; backend customer support – communication management.

- Looking after design & development of private label packaging material & publicity material vis brochure, hand bills, posters and standees.
- Managing procurement of private label packaging material and publicity material; warehousing and stock control of private label packaging material and management of packing operations.
- Governing shipment planning & logistics outbound; responsible for payment & outstanding follow up and planning & executing trade shows.

Aug'09-Jun'13

PIONEER EMBROIDERIES LTD. (HAKOBA), G.I.D.C, SARIGAM, GUJARAT
Product Development Manager

- Involved in product development from scratch till the delivery of product in the market.
- Handled activities like customer survey, market survey, trends survey, analysing and calculating launch of the product at the right time at a competitive price with sales revenue of 25 Million rupees/ Month. Total (18 – 27 % New Products)
- Looked after costing, branding, production techniques, made to order products with minimum production cost.

Key Accomplishments

- Effectively introduced new product range for local / export market, multi fabric embroidery with various ground on the same frame; introduced polyester and cotton yarns at the same step and new range of cotton guipure laces.
- Pivotal in reducing yarn wastage by using alternate methods which resulted in reduced cost.
- Successfully introduced new machines to minimize lead time of production of orders at minimum additional cost thereby generated quicker revenues.
- Played a key role in introducing the combined team effort of 5 departments; stepwise to launch new products.

Aug'07-Aug'09

ALPHA EMBROIDERY, BHIWADI, RAJASTHAN
General Manager - Operations

- Directed complete business operations with accountability for profitability; forecasting monthly/ annual sales targets & executing them in given time frame by organisational planning.
- Conceptualised & implemented long-term strategic business plans in tune with market trend, competitive scenario, macro business opportunities to ensure maximum profitability in line with organisational objectives.
- Handled activities like budgets, forecasts and reports & accordingly effectuating business plans to attain maximum sales and optimum revenue.

Key Accomplishments

- Instrumental in introducing rapid production of Guipure Laces in India; 60% of the revenue generated in the organization yearly comes from Guipure Laces.
- Successfully introduced new machines to minimize lead time of production of orders at minimum additional cost thereby generating quicker revenues. Distinction of introducing the company to global clients.
- Effectively led a team of 12 staff and 130 workers with the focus on achieving pre-set targets.

Jan'01-Jul'07

SRINATH PRODUCTS CO., LTD., THAILAND
Director (Works)

- Involved in constituting & implementing order procurement strategy by developing & modifying strategy for purchase; establishing methods to achieve project targets.
- Maintained the stock of material without any variance by conducting stock verification and documentation; oversaw the inventory of the raw materials & consumables.
- Responsible for finalizing purchase orders, scheduling and follow up with vendors for supply of components.

Key Accomplishments

- Streamlined the production process & material flow thereby demonstrated excellence by growing business level by 80% and successively 50 to 30% growths thereafter.
- Played a significant role in implementing special quality control measurements with minimum wastage; introduced 5S checklist. Captivated ISO 9002 certification in production process by improving the operations.
- Distinction of introducing time saving production techniques by sourcing raw material finished at lower cost than in house production which resulted in bringing the production cost down to 12 %.

Oct'97-Dec'00

BRUNET (THAILAND) CO. LTD., THAILAND
Financial controller

- Supervised the completed daily management activities including functions related to budget & financial, asset evaluation, & forecast; developed & executed periodic business plans & strategies in coordination with macro plans of organization.
- Involved in the finalization of factory lease agreement, importing the machines, getting industrial approvals & installations for the smooth flow of operations.

Key Accomplishments

- Successfully implemented Dutch Thai Joint Venture project approved by Board of Investment in Thailand.

- Effectively organized schedule of installation, timely supply of supplies / labor / money management; organized special visa's for more than 15 foreign technicians (working visa) in the span of 3 months.
- Distinction of availing tax benefits from the Government of Thailand since the project started production on schedule within 3 months of the project approval.

Feb'95-Oct'97

LASSER (THAILAND) CO. LTD., THAILAND
Sales Manager

- Handled sales & marketing operations of textile machinery & its accessories with the focus on achieving increased sales growth across region (Embroidery & Schiffli Machines from Switzerland).
- Responsible for generating business through identification & penetration of new market segments for attainment of targets with a view to optimize revenue.
- Involved in conceptualising & executing strategies to drive sales, augment turnover and achieve desired targets.

Key Accomplishments

- Pivotal in surpassing the sale target by over 100%; sold 4 machines in India and 15 Machines in Thailand.
- Hand-picked to attend the training in Switzerland for the production techniques in Lasser Schiffli Machines.
- Actively involved in introducing the product in India individually; India has more than 100 such machines and 80+ Machines in Thailand; introduced the Product in Sri Lanka and Bangladesh.

SCHOLASTICS

- MBA (Marketing) from Assumption University, Bangkok in 1995. (Secured 3.47 CGPA)
- B.E. (Production Technology) from Marathwada University in 1993. (Secured 70%)

OTHERS CREDENTIALS

- T.O.E.F.L. from American University Association in 1987. (Secured 590/700 in 1987)
- N.I.I.T & PC Skills course from South-EX, Delhi in 1993.
- Membership of CDG (Germany) and ASEP (Bangkok) for cleaner control.
- Environment Protection in Production Process in 1994.
- Global Strategies Business and Financial Management from California State University St. Bernardino in 1995.

PERSONAL DETAILS

Nationality : Indian
 Passport No. : J4388270
 Interests : Bowling, Cricket, Football

References available on request



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