

# Curriculum Vitae

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## DYNAMIC CHIEF EXECUTIVE

- Innovative thinker with broad-based expertise in Operation, Finance, Marketing and Business Development.
- Proven ability to quickly analyze Key Business Drivers and develop strategies to grow the bottom-line.

High Integrity, energetic leader known for ability to envision and create successful outcomes in complex situations. Diverse industry and functional expertise, with a tenacious commitment to driving sales, profit and market share growth.

## AREAS OF EXCELLENCE INCLUDE:

- Leading Change -
- Redesigning Business Processes -
- Negotiating and Closing Deals -
- Raising Capital -

- Developing New Business -
- Positioning Companies -
- Growing Revenue & Profit -
- Forming Strategic Alliances -

- Managing Budgets and P&Ls -
- Leading and Developing Teams -
- Creating Winning Business Plans -
- Building Shareholder Value -

### EXECUTIVE OVERVIEW:

- Mechanical Engineer (B.Tech Hons) from Indian Institute of Technology Kharagpur.
- UNCTAD/ GATT Fellow in Export Management from International Trade Center Geneva & Indian Institute of Foreign Trade, New Delhi.
- Three decades senior management level all round experience:
- Plastics & FMCG Manufacturing, Marketing & Sales, Brand Building & Brand Management, Advertising & Public Relations, Inbound/ Outbound Supply Chain Logistics, Admin & HR, Project Development & Implementation, Finance and P&L Management.

### CORE SECTORS:

1. Plastics – Extrusion, Injection & Blow Molding (PET, PVC, HDPE, PP).
2. FMCG Industry (Soaps, Detergents, Edible Oils,

Margarines, Fats, Home & Personal Care Products).

3. Project Conception, Development, Implementation & Project Management.

4. Engineering Products & Manufactures.



*At a meeting with President of Gambia, H.E. Sheikh Prof Alhaji Dr. Yahya A.J.J. Jammeh at State House Banjul in connection with Infrastructure Development Projects in the Gambia.*

## CAREER PROGRESSION

### CURRENT POSITION ( Jan 2013 – onwards)

*Independent Director, Audiology Live USA;*

*Senior Advisor, Shubhayan Industries Inc. USA;*

*Director, Lokenath Pharmaceuticals / Lokenath Group India;*

*Independent Director, Berkley Sky USA;*

*Trustee, Shantikunj Seva Trust Kolkata India*

## LAST POSITION ( Oct 2008 – Dec 2012)

**Chief Executive Officer (CEO) and marketing head (Africa) of large Infrastructure Company based in Addis Ababa Ethiopia:** With overall charge of several large projects including 2 sugar factories, Rural Electrification, Railways as well as Marketing head for a dozen countries in East, Southern, Central & West Africa.

### KEY ACHIEVEMENTS:

Initiated diverse projects totaling over US\$ 1 billion in a dozen African countries in Energy, Water Supply, Low Cost Housing, Railway & Port Development, Agriculture Development & Sugar.

Established and cultivated contacts at all levels of Gov-

ernment including higher levels in Ethiopia, Sudan, Tanzania, Uganda, Kenya, Malawi, Zambia, Zimbabwe, Rwanda, Burundi, Congo Kinshasa, Congo Brazzaville, Cameroon, Chad, Gambia etc.



Meeting with Ethiopian President H.E. Girma Wolde-Giorgis at the Presidential Palace in Addis Ababa

## PREVIOUS POSITION (July '05 – Feb '08):

**Chief Executive Officer (CEO) of MARSAVCO SARL (formerly UNILEVER CONGO) Kinshasa, Dem Rep of Congo** - The largest Foods, Home & Personal Care Products Manufacturer in the Democratic Republic of Congo, associate manufacturer of Unilever N.V. and distributor of Unilever Global Brands in DRC.

• *Heading a workforce of 800 persons overseeing entire operation including:*

Palm oil refinery & fractionation plant, bar & toilet soap manufacturing, Margarines, Baking Fats and detergent powder/liquid detergent packaging, Plastic Injection/ Blow Molding division & Corrugated Carton Manufacturing division Engineering & Projects, Admin & Legal, Finance, P&L Management, Treasury Management (all imports of crude palm oil, process chemicals, fragrances, plant & equipment engineering components & spares )

### KEY ACHIEVEMENTS:

**SUCCESSFULLY LAUNCHED SEVERAL NEW BRANDS:**

- Baby Soap – Monganga Bebe
- Medicated Soap – Monganga ++
- Luxury Toilet Soap – Reve' de Paris
- Cleaning Fluid – Sumamousse
- Zero Cholesterol Vegetable Oil – LIVIO
- Cooking Fat – Bona

**TREBLED COUNTRY WIDE DISTRIBUTION NETWORK:** Increased network of distributors from 7 to 21 and opened branch & packaging facility in Lubumbashi.

**TURNOVER INCREASED 250%:** Despite the unstable/volatile climate obtaining in DRC, managed major restructuring of manufacturing units and revamping of sales/distribution network, doubled production tonnage of BLUE BAND margarine, OMO

detergent powder, Cooking oils & Fats and increased company turnover 2.5 times (2004: \$25mn – 2007: \$ 60mn).

**TREBLED TURNOVER OF UNILEVER INTERNATIONAL BRANDS:** Trebled turnover of Unilever traded goods (LUX, Fair & Lovely, Pepsodent & KNORR cubes) in DRC between 2005 and 2007.

**MANUFACTURING UNDER UNILEVER LICENSE:** Negotiated and finalized with Unilever the local manufacturing agreements for LUX, SUNLIGHT & VIM and completed pre-launch activities.

**NEW PROJECTS SUCCESSFULLY PLANNED & IMPLEMENTED:**

1. Largest edible oil refinery in Congo – state of the art 300 TPD crude palm oil refinery and fractionation plant supplied by DESMET Ballestra, Belgium.
2. 50 TPD Toilet Soap line from Mazzoni, Italy with Automatic BOPP/ Paper Soap Wrapper Machine from ACMA GD, Italy.
3. 400,000 bottles/day PET injection & blow moulding plant.



Meeting Ugandan President H.E. Yoweri Kagutha Museveni at State House Entebbe, Uganda

4. HDPE Jerry Cans blow moulding plant.

5. 6TPD Corrugated Carton manufacturing plant.

6. 50TPD High Silicate Bar Soap Manufacturing Line

7. Combined Laundry & Toilet Soap Finishing Line at Lubumbashi

8. Finalized 5 TPD COSMETICS manufacturing project in cooperation with GIVAUDAN Fine Fragrances, France.

Reporting to Board of Directors based in Nairobi Kenya, in charge of entire operations in Tanzania including Project management, manufacturing of edible oil & soap, supply chain management including imports of all process raw materials, chemicals and engineering items, Finance, sales & distribution, advertising & brand management.

### PREVIOUS POSITION (July '03 – Feb '05):

*Chief Operating Officer, Bidco Oil & Soap Ltd., Daressalaam, Tanzania*

#### KEY ACHIEVEMENTS

**INSTALLED 400 TPD EDIBLE OIL REFINERY & FRACTIONATION PLANT:** Led with distinction, the team that installed & commissioned the largest Edible Oil Refinery and Fractionation Plant in Tanzania and took it to full rated capacity within a period of one year (after the project had been grounded for 2 years).

**LAUNCHED AND SUCCESSFULLY PILOTED THE FIRST EVER PRIVATE SECTOR BOND ISSUE IN TANZANIA:** US\$15 million issue was heavily over-subscribed due to my personal lobbying efforts at the highest levels of Government and parastatals.

**LAUNCHED NEW SOAP LINES WITH COLD CRUTCHER:** Enhanced soap manufacturing capacity by 100% with addition of 2 new soap lines.

**Finalized countrywide distribution network** of 'Channel Partners' & 'Hubs' as well as overseas distributors in Malawi, Congo, Burundi & Zambia.

**Established the fledgling company as market leader in oil & soap** in Tanzania commanding substantial 'Brand Equity' for both Vegetable Oil & Soap.

**Lobbied tirelessly for fast tracking of the East African Community Customs Union Protocol**, zero-rating of import duties on raw materials (which came into effect on 1st Jan '05).

**Lobbied fiercely for ethical business practices, transparency and level playing field** in Tanzania and removal of non-tariff barriers between EAC member countries.

**Major contribution in the Bidco Group's all-round showing that helped win first prize** in manufacturing category in East African Community, in the Nation Newspapers & Price Waterhouse Coopers' company of the year 2004' awards.



*With President of Tanzania H.E. Jakaya Mrisho Kikwete in State House, Daressalaam*



*Discussing details of a Project for Development of Uganda's Agriculture Sector with Hon Tress Bucyanayandi Ugandan Minister of Agriculture, Industry & Fisheries*

### POSITION OVERVIEW (Jan 2001 – June 2003)

*Business Development Consultant, Nairobi, Kenya:*

1. Creative Manufacturers, Nairobi: Developed local and export markets and set up marketing and monitoring systems for their range of office & school stationery including designer diaries & calendars etc.

2. Furniture Palace Nairobi & Daressalaam—Specific contract to organize their furniture business comprising a range of 'state-of-the-art' furniture for

offices, houses & hotels. Opened up retail showrooms, organized import & warehousing on real time on-line basis.

3. Vista Windows Ltd. Nairobi – Streamlined the manufacturing division comprising PVC Extrusions, Windows & Doors and developed a wide range of new products including PVC Partitions, Ceilings & Sun Rooms. Secured large contracts from Banks, Insurance companies & supermarket chains.



## POSITION OVERVIEW (Feb 1998 – Dec 2000)

*General Manger, Afrolite Industries, Nairobi* – Overall in charge of entire operation reporting to Managing Director based in Australia:

- Manufacture and Marketing of PET Bottles (2-stage injection/blow), Mineral Water bottling, PVC vertical injection products including shoes, gumboots & shoe-soles.
- Banking & Finance, P&L Management, Supply Chain Management including all raw material imports.
- Established Kenya wide distribution system for PET Bottles, Mineral Water & PVC products. Introduced several new designs in both PET bottles as well as PVC soles. Roped in all major mineral water and RTD juice bottlers as permanent customers – Kilimanjaro, Kerringet, Aqua Lite, Tru Foods etc.
- Secured the coveted “Diamond Mark” of quality from Kenya Bureau of Standards for Mineral water.
- Achieved major export thrust and set up distributors in Tanzania, Uganda, Congo, Malawi, Rwanda & Burundi for entire product range
- Increased capacity by 50% - negotiated, imported

and installed additional injection machines for PET & PVC plus new blow moulding machines with all moulds.

- Fought & won a landmark copyright infringement & “Passing Off” litigation against the main competitor.



*Meeting with Governor of Khartoum Dr. Abdul Rahman Al-Khidir in Khartoum Sudan*

## POSITION OVERVIEW (Jan 1994 – Dec 1997)

### *General Manager, Ruston Kenya Limited, Nairobi, Kenya*

In charge of:

1. Sales & Marketing including exports.
2. Imports of bulk commodities, relief goods, FMCG & engineering goods
3. Project Development & Implementation

#### **KEY ACHIEVEMENTS:**

##### *Kenya:*

1. Associated with Red Cross, Care International, World Vision and several other NGOs in import & distribution of relief supplies to Somalia, Ethiopia, Congo & Southern Sudan.
2. Arid Zone Agriculture Development Project at Kibwezi for the NGO ‘Women for Sustainable Development’ with Technical assistance from Govt. of India.

3. Industrial Training cum Progressive Manufacturing Center at Kajiado with centralized Logistics Control.

4. Mini Tea Factory & Mini Sugar Plant for Aldai farmers Cooperative, Nandi Hills.

##### *Tanzania:*

1. Renovation of 6 Tea Factories under Tanzania Tea Authority.

2. Design, Supply & Assembly of 250 combine Diesel Engine driven Hulling cum Milling plants for Ministry of Agriculture (IDA/IBRD)

##### *Zambia & Zimbabwe (on behalf of ANGLO AMERICAN CORPORATION, RSA):*

Northland Engineering Ndola Zambia – Assembly Plant for Diesel Pumpsets, Maize Mills & Generators

Northland Agriculturals Ndola Zambia – Hot forging plant for Agricultural Implements

E. C. Lenning Bulawayo Zimbabwe – Assembly plant for Diesel Engines, Pumps & Generators



*With Dr. Christian Ekoka Chief Technical Advisor to President of Cameroon at a strategy meeting in Yaounde Cameroon*



*Receiving a memento of honor from the Mayor of Addis Ababa, His Worship Kuma Demeksa*

## 17 years with Thapar Group of Companies

### POSITION OVERVIEW (Dec 1990 - Dec 1993)

*Manager Africa, Greaves Cotton & Co based in Nairobi, Kenya (subsidiary of Thapar Group then 5th largest conglomerate of India)*

In charge of entire group operations in Africa (Kenya, Tanzania, Uganda, Malawi, Zambia, Zimbabwe, Mozambique, Madagascar, Namibia, South Africa, Mauritius, Ethiopia, Sudan, Egypt, Nigeria, Ghana, Ivory Coast etc.). Handling marketing of all products & Joint Venture Projects.

#### KEY ACHIEVEMENTS

- Set up 100 pumping stations in Sudan with Afri-

can Dev Bank assistance.

- Negotiated the tripartite joint venture assembly plant for Motorized Tractors (Power Tillers) in Egypt between Tracteroexport USSR, Engineering General Co. Egypt and Lombardini Motori SPA of Italy.
- Set up largest commodity trading ventures for ECOWAS region in Nigeria between Greaves & Essal Commodities UK and with Tolaram Group.
- Teamed up with Tata Zambia for renovation of Zambia Copper Mines.

### POSITION OVERVIEW (August 1980 – Dec 1990)

*Marketing Manager (Exports), Greaves International Ltd.* – Played a Major role in establishing ground-breaking export markets for company and non-company products like RUSTON & MWM Engines, LOMBARDINI PUMPS & GENSETS, DAVID BROWN Gearboxes, TEA MACHINERY, Bicycles, Oil Mills etc., in Africa, Middle East & ASEAN countries. Major contribution in Greaves attaining the coveted position of the second largest export house in India behind Tata Exports.

#### KEY ACHIEVEMENTS

- Secured largest single order in Indian History for

2500 diesel Engines & Deep Tube Well Pumps from Bangladesh under IRDP program of the World Bank.

- Secured entire contract for reconditioning engines of Malaysian Navy vessels.
- Opened up the Middle East markets of Jordan, Syria, Lebanon, Iran & UAE
- Opened up East & Southern African markets with innovative financing packages, like Indo-Zimbabwe Barter Deal, Govt. & Exim Bank lines of credit.
- Introduced Indian engines on long boats in UK & Holland.

### POSITION OVERVIEW (June 1975 – Aug 1980)

Joined Greaves Cotton & Co as trainee engineer and underwent training in all group companies - Ruston & Hornsby, Greaves Lombardini, David Brown Greaves, Mather Greaves & Drayton Greaves. Then posted as Sales Engineer in Bombay and promoted to Area Sales Executive, Western Region.

## FAMILY PARTICULARS:

**Wife** – B.Sc Zoology from Lady Brabourne College Kolkata, Double Graduate in Music (Sangeet Prabhakar & Sangeet Visharad) reputed singer, lyricist and Music Therapist

**Son** – Bachelor in Business Administration & Masters in Economics from San Diego University, currently running his own IT company in California, USA

**Daughter** – Completed Bachelors & Masters in Psychology at Frostburg University Maryland, USA. Currently she is a Consulting Psychologist at Health Point, Kolkata.



*Mrs Rajasree Mukherjee with the Ethiopian President*



*At home with my brother in law, noted Indian Film composer and singer Bappi Lahiri*



*My son Shubhayan with President Bill Clinton*

## CHARITABLE PROJECTS



*Felicitating Ethiopian President H.E. Girma Wolde-Giorgis when he laid the Foundation Stone for the Charitable Eye Hospital in Addis Ababa*

*Signing of Memorandum of Understanding with Cameroon Energy Minister at Yaounde*



*Signing Memorandum of Understanding to set up Eye Hospital in Addis Ababa with Dr. Hassan Nuru Head of Addis Ababa Health Bureau in presence of Dr. Kebede Worku Ethiopian State Minister of Health and Indian Ambassador to Ethiopia Mr. Gurjit Singh*