

RAMAKRISHNAN BALAJI

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PROFILE SUMMARY

- A result-oriented **Director** with **more than three decades** of experience in the following:
 - Sales & Marketing, Project / Finance Management, Procurement, Product Development, & Techno-Commercial Operations with a key focus on achieving top / bottom-line profitability and long-term revenue growth
- Proven ability in preparing & executing sales & marketing strategies, programs to improve sales opportunities, annual business plans, promotion & innovation strategies with P&L and budget responsibility
- Track record of leading & managing various projects-Cooling Systems, Filtration Systems/ Centrifuge Oil Cleaning Systems/Compressed Air Filter Systems/Fine Filtration Systems - Tool Grinding Machines/Industrial Filter Consumables/High-Pressure Coolant System, etc.
- Consistently achieved multiple digit growth of Revenue, EBITDA, Market Share & improved ROI through long-term planning; successfully harvested hundreds of millions in revenue through the establishment of business strategies
- Delivered outstanding business growth outcomes in highly competitive markets of PAN India by repeatedly exceeding targets, fueling market place presence and deepening & retaining account base; built & established Joint Ventures/ Strategic Alliances/ Tie-ups with Business Partners
- Adept at using qualitative & quantitative skills in negotiating price with domestic/overseas vendors without compromising on service, cost, delivery & quality parameters; ensured strict adherence to the defined ISO quality standards
- Extensive experience in selling not only filtration but also selling of panel air conditioners, water chillers, coolant chillers, hydraulic oil chillers, cold rooms, heat pump systems to various OE'S & End Customers throughout India & Abroad

NOTEWORTHY ACCOMPLISHMENTS

- Acted as a Techno-Commercial Leader and directed the technical & commercial aspects of the Coolant Management system
- Built and maintained strong work relations with Japanese Team during the Joint Venture in 2012-15 (directed end-to-end functions encompassing documentation, discussion, negotiations, and techno-commercial functions)
- Set benchmark by establishing a new product and managed marketing at PAN India Level for Filtration System and Fine Filtration System for Tool Grinding
- Successfully extended technical & application support to OEMs, Automobile Industries, Machine Tool Manufacturers, Cutting Tool Machine Builders and Users
- Conferred with Idea Factory Award from Werner Finley Pvt. Ltd. for showcasing exemplary performances towards cost-savings concept in 2009

KEY EXPERTISE

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|--------------------------------------|---------------------------------|---|
| • Sales & Marketing | • P&L Accountability | • Vendor Management & Assessment |
| • Business Operations Management | • Strategic Business Planning | • Product Launches & Promotions |
| • Budget, Forecasting & Cost Control | • Strategic Alliances & Tie-ups | • Supply Chain Management |
| | | • Product & Brand Management (IIM) |

SOFT SKILLS

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|--------------------------------|--------------------------------------|------------------------|
| • Executive Level Communicator | • High Business Ethics & Trustworthy | • Flexible & Adaptable |
| • Visionary & Decision-making | • Leadership & Delegation | • Interpersonal Skills |

LANGUAGE SKILLS

- Basic knowledge about Japanese & German Language (Classes attended during Joint Venture Time)

GLOBAL EXPOSURE

- Gained international exposure by conducting an extensive visit to the Middle East, USA, Singapore, Malaysia, Thailand, Sri Lanka, China, Japan, Nepal, Vietnam, HK, and Europe (For training, team building, and workshops, factory visits)

WORK EXPERIENCE –Current Employment

Dai-Chi Cooling Solutions Pvt. Ltd., Bangalore, India

Jul 2010 - Till Date

Director - Sales, Procurement & Finance

- Spearheading the P&L activities of the division
- Heading multiple segments of the organization like Sales & Marketing, Product Development, Product Sourcing, Procurement, Finance Management to expand the business and improve profitability
- Driving marketing operations of High-Pressure Coolant System for various machine tool applications
- Impacting profitability through effective strategic & tactical management decisions and new business development
- Contributing to business vision and directing by influencing strategies & execution of major business initiatives
- Working as a core member of the Leadership/Management Team:
 - Strategizing the long-term business directions of the assigned region
 - Devising and formulating budgets, sales forecasts and reports as per business plans and requirements
 - Defining & implementing sourcing/procurement strategies in line with statutory requirements
 - Establishing and executing annual plans, budgets for Supply Chain and Logistics Operations
- Maximizing ROI for various product portfolios by establishing and implementing a long-term growth strategy
- Working on constant & trend models for effective forecasting of materials (special consideration to future consumption)

- Consolidating business divisions/companies & prioritizing their importance and focus, based on their contribution to the bottom line
- Sharing insights & inputs on prevalent market scenarios through associating with the top management
- Providing strategic leadership through facilitating or advising strategy development while establishing foresight, conceptual capability, and market awareness
- Achieving cost-effective purchases of materials by identifying and developing vendors for the right sourcing & evaluating vendors performance in terms of a better price, quality, delivery and service
- Ensuring the effective distribution of the products to the right market and lowest cost
- Acquiring business tie-ups, exhibiting excellence in bagging multiple high-profile contracts with fortune-ranked corporations and working as a Representative of Dormatec, Netherlands in India
- Reducing the incidence of bad debts through the development of execution of stringent credit control measures and ensuring effective receivable management

Werner Finley Pvt. Ltd., Bangalore, India
Feb 2006 - Mar 2010

Project Manager - Coolant Filtration Systems

- Managed entire project operations, achieved organizational profitability, and delivered strategic leadership
- Demonstrated excellence in delivering sales and after-sales support to the customers through the development and delivery of Industrial Filtration Systems to OEMs and End Customers across India
- Established project baselines, monitored & controlled projects concerning cost, resource deployment, time overruns, and quality compliance to ensure satisfactory execution of projects
- Leveraged skills in turning around the performance of the unit with rapid attention to the key targets for consulting services and ensuring the achievement of high-margin revenue
- Developed project strategies, effort, design, scope, estimation, resource coordination & delivery, as per specified time frames; implemented project plans within preset budgets and deadlines
- Associated with the teams for conceptualization and implementation of long-term strategies into the company's direction, focus areas, key customers, market parameters and resources
- Exhibited excellence in managing multiple projects inclusive of:
 - Filtration Systems - CBF Development/Centrifuge Oil Cleaning Systems/Compressed Air Filter Systems
 - Fine Filtration Systems - Tool Grinding Machines/Industrial Filter Consumables/High-Pressure Coolant System

EMPLOYMENT HISTORY

Organization	Designation	Duration
Uniexcel Agencies & Services Pvt. Ltd.	Senior Resident Sales Engineer (Karnataka, Goa & Tamil Nadu)	2002 - 2006
CD Voyages Pvt. Ltd., High Point	Marketing Engineer (Travelled all over Karnataka)	1996 - 2002
R.C.C. (Sales) Pvt. Ltd.	Production Supervisor	1996 - 1996
Kaveri Steels Pvt. Ltd.	Production Supervisor	1990 - 1996
Shimoga Steels Ltd.	Apprentice, Trainee Engineer, and Production Supervisor	1988 - 1990

TRAINING / CERTIFICATIONS / WORKSHOPS / SEMINARS

*** Currently doing 5 Months Program on Product & Brand Management ,IIM, Rohtak (2021-22)**

- *Communication skills Training by Metropolitan School of Business & Management , UK (Dec,20)
 - 3 days Training attended on **Project Management Personnel Programe** by MSME ,India (Dec,20)
- Learning Google Ads/Facebook Ads/Instagram Marketing Program through Online Classes (Completed)
- 1 Day workshop on Refrigeration System Design for Cold Rooms & Warehouses (ASHARE, Blr –Apr’19)
- Attended 1-week program by visiting Grundfos, Denmark & Hungary Factory Visit in 2019
- Online Leadership & Team Work Program by International Business Mgmt., Berlin, Germany in 2018
- 1 day High Power Motivational Seminar conducted by Dr. Vivek Bindra at Bangalore in 2018
- 2 days program on Hypnosis Anytime Anywhere by Mr. Magic Leo, Mumbai in 2018
- 1-day program on Basic Meditation (KRIYA YOGA) by Sri Paramhansa Yogananda
- 2 days training & factory visit - Pump Basics at Grundfos India, Chennai in 2018
- 1-day workshop on SEO Training Programme, Bangalore in 2018
- 1-day workshop on Web Page Creation by MSME, Agra in 2016
- 4 days training on Digital Marketing by B-Cube Consulting Pvt. Ltd., Hyderabad in 2016
- Attended seminar on Coolant Management & Swarf Management held by IMTMA, Bangalore in 2010
- Six Sigma Online Training on Yellow Belt from MSME, Chennai in 2010
- 1-day Selling Skills Programme by Shiv Khera, Bangalore in 2010
- 2 days Special training program on 26th/27th Oct’07 - Challenges of Successful Selling organized by Chinmaya Institute
- ERP Training in SAP-PP Module in 2005
- Japanese 5S Training Programme in 1995
- 1-week field survey on Shaving Products for Malhotra Shaving Products, Bangalore in 1994
- 1-week field survey on Insurance for Birla Sunlife Insurance Co. Ltd., Bangalore Institute of Management, Bangalore
- Export Management Training in 1993
- Non-Destructive Testing in 1992

EDUCATIONAL QUALIFICATION

- **Executive MBA** in Marketing from TASMAC, Pune, India – 2005*
- Post Diploma in Production Management from Annamalai University, Chennai, India - 1992
- Diploma in Refrigeration & Air Conditioning from Datamatics, Bengaluru, India - 1992
- Diploma in Mechanical Engineering from MPT, Salem, (T.N.) India - 1988

VISA DETAILS : Business US Visa valid **till 2026**