

RAVI SHANKAR JOSHI

HOME SWEET HOME – 72/2, Sushma Valencia, Zirakpur 140603, Punjab (INDIA)

THE DAY I WAS BORN – 07th August 1981

WRITE TO ME AT - ravijoshi46@gmail.com

CALL ME AT - +91-9355565588

PROFESSIONAL SUMMARY

As a Vice President - Sales & Technology, I have always been dedicated to continuous process improvement for our customers and team, in the face of a rapidly evolving and changing market. My extensive experience in Pulp & Paper industry along with Water Treatment has enabled me to become an efficient & professional individual who is able to make a significant contribution by achieving extraordinary results for the company, building satisfying careers for our people, and earning a fair return on the value we deliver. My experience in the industry has given me the skills required to go through wet end chemistry optimization, planning with attention to detailed survey of paper mill parameter & Water Treatment Plant, process improvement skills with validation & execution. I am proficient in proposal making and have the ability to conduct the plant & lab trials and interpret the detailed technical reports and man management to ensure that all work complies with strict industry regulations. I have outstanding interpersonal skills that allow me to work successfully in a team environment, build strong relationships with clients and maximize the performance of those around me. Throughout my career, I have utilized my exceptional technical aptitude and troubleshooting skills to deal with challenging situations. I am well organized, autonomous and have sound time-management skills, allowing me to complete a variety of complex tasks concurrently. My attributes include:

- Expertise in polymers and chemicals usage in paper making and water treatment.
- Chemical and Application experience to – Pulp & Paper Technology and Water Treatment.
- Wet-End Chemistry Optimisation and precise knowledge of paper making process.
- Lab scale evaluations for screening best suitable additives (chemicals & polymers).
- Planning & conducting plant trials of the polymers and other chemicals.
- Plant trial data collection and final report making assimilated with profound study.
- Detailed proposal making and negotiation to conquer the business opportunities.
- Results oriented and proactive in finding cost-effective solutions to companywide problems.
- Compassionate yet assertive manager, who promotes teamwork and camaraderie.
- Proven leadership skills and a seasoned management professional who excels in establishing excellent working relationships with customers, employees, suppliers, and contractors.
- Focused on team building and talent development to provide consistent annual sales achievements.
- Self-motivated and driven to surpass company's goals while thriving in deadline-driven environments.
- Hands on approach to customer sales and problem-solving techniques, belief that thorough system knowledge is required prior to suggesting solutions to guarantee sales success.
- Conviction to sales and company achievements, manage and lead others by example.

I often surprise people by my hands-on approach, and capacity to understand industrial processes and I am far from shy in getting my hands dirty to get the job done. I am renowned for my experience and relationships across the Pulp & Paper Industry as a process problem solver, who delivers cost justified solutions, an attribute that comes with over 15 years' experience in the Pulp and Paper Industry.

SKILLS

- Leadership & Strategy
- Personnel management
- Budgeting and finance
- Strategic planning
- Project management
- Process improvement
- Complex problems solving
- Customer-Orientated
- Water Chemistry
- MS Word, XL, Outlook, Power Point
- Negotiation
- People skills, inspire and motivate teamwork
- Chemical Engineering
- Optimistic and Enthusiastic
- Sales strategies
- Diplomatic & Practical
- Positioning & Negotiation Skills
- Product marketing specialist
- Man Management & Team Lead
- Lab Trials
- Polymers & Chemicals Expertise
- Process Optimization

Synergy Between Skills & Focus



Synergy Between Skills & Focus



FOCUS

- ✓ Horizontal Growth
- ✓ Vertical Growth
- ✓ Technical Services
- ✓ Wet End Optimisation
- ✓ Man Management
- ✓ Keeping the Customer for Life
- ✓ Sales Review in Regular Intervals
- ✓ Relation Building with Key Customers
- ✓ Process Improvement
- ✓ New Technologies

INTERESTS

Meditation – Love to do meditation before starting each day as it helps me to be stable in the present state along with thoughtless awareness as when required.

Cooking – Specialities Chinese and Indian cuisine and the techniques of baking cakes to accommodate my sweet tooth. Spending time with family for ultimate relaxation, providing the balance to my drive in the workplace.

ACCOMPLISHMENTS

- Paper presented on 'Methodology of Retention, Drainage & Formation' is published in APPITA in 2019 during 'Fibre Value Chain Conference' held in Melbourne.
- Paper published in IPPTA in 2015 on Retention-Drainage-Formation.
- '**Best Sales Capabilities**' award FY 2011-12.
- Most recent accomplishments of mine include successful corporate sales contracts and negotiations for USD 2 million of ASA sales to a single corporation. The business involved transition of the chemistry and equipment across 3 of their machines at a single site, providing direction and project management of the Technical and Engineering teams efforts.
- New 2019 Recycled Deinking Start-up Contract for Flocculants, Coagulants, Water-treatment, ASA Sizing and Surface Treatment through Film Formation & Surface Grafting.
- Pulp & Paper Industry Oxidizing Biocide contracts across 5 mills within a region.
- Supplier Alliances and negotiations to ensure vendor commitment and best price outcomes to control contract profitability for applications in Alkaline Sizing, Retention-Drainage-Formation, Cationic & Anionic Surface Sizing Applications.
- Sales and Equipment Design & Project management for new wastepaper multilayer kraft manufacturing facility in the Eastern Part of India.
- Proven Sales success with 95% closure rate and 'Best Sales Capabilities Award' for two times.
- Effective and successful direction and project management of local and Interstate teams to stay on track and deliver results within budget and a realistic timeline.

METRICS

Ivax Paper Chemicals Limited is a Chemical manufacturer & supplier to the Pulp, Paper and Water Treatment Industries. In India, our annual sales equate to approximately 30 million USD, with the paper division. My role involved direct corporate account responsibility for over 10 million USD of these sales, with additional projects accounting for a potential 5 million in sales by the end of 2019.

In 2019 I have 7 direct reports (2 Regional Managers, 2 Business Development Manager & 3 Area Managers), with 6 indirect reports as part of the management of all our key Corporate Accounts (Bilt, Century, Trident, Emami, Shreyans, Silvertone and Kuantum). In addition, I am also involved in providing direction to the entire sales, technical, logistics and operational teams. Back when I managed the Paper Division in 2012, the division was not much larger with lesser market penetration, Ivax had only two of their own Manufacturing facilities in India. In the role of Paper Deputy General Manager, I had 15 direct reports, while providing direction to the Technical and Logistics Teams across the northern part of India. I regularly presented to our directors, providing reports and PowerPoint presentations for proposed sales strategies, new product developments and sales results.

From 2009 up until 2011 - I reported directly to the company's GM, and was once again accomplished the Account/Divisional Manager's role upon my return to a fulltime position with NLC Nalco Water India and Wires & Fabriks (S.A.) Ltd.

WORK HISTORY & KEY RESPONSIBILITIES

Vice President – Sales & Technology 01/01/2021 and continue.

General Manager-Sales & Technology 06/2017 to 31/12/2020

Ivax Paper Chemicals Limited

This was the biggest moment in my life when I had become the youngest General Manager in the history of 'Ivax'. My role supports all sectors of our business which include Pulp & Paper and Water Treatment.

Below is a summary of some of the key responsibilities, experience, and outcomes in my current role over the years:

- Develop sales opportunity, negotiate sales contracts, prepare, and coordinate contracts with major corporations.
- Facilitate and Deliver (TCTC) Team & Customer Training Courses - Technical Applications-Paper Making and Wastewater Treatment; Chemical Training – Polymers and Water Treatment Chemistries; Sales and Negotiation Training.
- Successfully generating a team selling strategy, proven to increase sales year after year, by penetrating sales barriers through technical and application excellence.
- Coach and coordinate the technical sales team's effort to improve skills and achieve customer satisfaction.
- Rendering technical services to Water Treatment Chemistry, Paper Making, Water clarification, Inorganic scale and organic deposit control, Alkaline Sizing, Foam control and Dewatering applications, Surface Treatments, Organic & Oxidizing Biocides, Machine Cleanliness applications.
- Support the sales team in customer business reviews, joint calls, writing proposals and closing contracts.
- Manage team members and Corporate Accounts, to meet customer expectations and achieve continual sales growth.
- Relationship Building with the decision makers at customer's end.
- Being a youngest General Manager and successful Sales Executive, in 'Ivax', providing team sales Training and Team Marketing Lead role in key sales targets.
- Set product pricing, generating pricing profitability models that account for profit contribution and Operating Profits, working within EBITDA company margin guidelines.
- Initiate and coordinate sales proposals and presentations to achieve customer commitment to sales and ongoing sales growth through win-win strategies.
- Implemented CI - Continuous Improvement strategies and support to customer base, coordinating sales teams' efforts and reports.
- Corporate calling, building customer trust and rapport to better meet the needs of all levels of the customer's organisation. Predominantly dealing with GM's, MD's, and Procurement Management, while ensuring Technical and Production staff are all on board.
- Prepare Tenders, presentations, contracts, and regular business reviews.
- Utilise extensive industry networks to promote new sales and increase customer base.
- Directly responsible for over 85% of sales growth over the past 10 years, while previous role accounted for 100% responsibility of the sales along with technical services.
- Promptly resolve customer requests, questions, and complaints to ensure continued sales growth.
- Coordinating team selling strategies to the Paper and Water Treatment Industry.
- Industrial Process training and facilitated customer problem solving workshops to improve productivity and profitability outcomes.

Deputy General Manager – Marketing (Northern & Eastern India) 01/2011 to 05/2017

Ivax Paper Chemicals Limited - India

Responsible for the Paper Division sales targets in northern region of India, managing up to 15 staff.

- Led the sales team of 15 to success, directly involved in the coordination, presentation and preparation of major bids to the Trident, Khanna, Kuantum, BILT Group, JK, ITC, Century, Shreyans Group, Emami, KTPL with a 90% success rate.
- Analysed key aspects of the business to evaluate the factors driving results and summarized results into regular presentations to management.
- Prepared program operating budgets, budget reports and other financial performance reports.
- Managed and developed the team to achieve career goals and promoted success through career advancement. Developed strategic plans and measured success in order to further penetrate the marketplace.
- Vertical & Horizontal growth in a continuance manner enriched with technical services.
- Reduced and controlled company expenses by consolidating and growing sales, maximising travel, and decreasing product transport costs.
- Boosted gross average yearly sales by over 20% per annum over the time.
- Collaborated with Technical, Production and Logistics departments to achieve increased profitability and customer focused solutions.
- Relationship building with key customers to establish long-term business growth.
- Generate EBITDA for Pulp and Paper Divisions profitability, generating strategic marketing plans and submitting budgets for team's annual growth.
- Planned and directed staff training and performance evaluations. Developed a comprehensive training program for new sales associates.

Account Manager - Paper Division North India, 04/2010 to 01/2011.....

Nalco Water India Limited

Responsible for Paper Industry sales across northern part of India, managing a team of 3 Technical Sales Representatives and:

- Boosted gross yearly sales by a minimum 20% year after year, being awarded major paper machine start up business for speciality chemical sales including biocides and polymer applications enriched with unmatched after sales services.
- Reduced and controlled company expenses by consolidating and increasing sales at customer sites and working to minimise staff travel requirements.
- Prepared program operating budgets, budget reports and other financial performance reports. Directly involved in directing lab scale evaluations & efforts to expand product line to meet customer needs like process improvement and wet end chemistry optimisation.
- Sales promotion in the shape of functional & process applications in pulp/paper industry and water treatment.
- Technical services trial execution, data collection & analysis, proposal making and negotiation.

Divisional Manager, 10/2009 to 03/2010

Wires & Fabriks (S.A.) Limited –India

Responsible for sales promotion along technical services in northern part of India:

- Drafting proposals and closing contracts.
- Supervised a sales force of 2 sales associates.
- Conquered the biggest Deinking chemical business of 0.5 million USD.
- Reported to General Manager – Marketing
- Set the yearly sales target with fixed & realistic timeline.

District Representative, 11/2006 to 10/2009

Connell Bros. Ltd – Currently known as ‘Solenis’ - India

Responsible for providing Technical Sales and support to the Paper Division:

- Managed a portfolio of 1 account totalling USD 0.1 million in sales, growing it to 15 accounts and USD 1 million in sales in just over 3 years.
- Initially supported existing sales, achieving considerable increased sales, resulting in the employment of additional team members to support the Paper Industry accounts.
- Wet End Chemistry Optimisation, trial execution and report making and creating a circle of influence.
- Monthly & weekly reports mentioning all the technical parameters and analysis.
- Lab testing for Total Bacteria Count and other chemical applications.
- Account Management & Inventory Management at customer site.

Site Engineer, 07/2003 to 09/2006

Cardinal Chemicals Private Limited – India

I had started my career with ‘Cardinal’ as site engineer and responsibilities were:

- Optimisation of AKD, rosin emulsions, coagulant, flocculant, and dry strength resins.
- Inventory management at customer end.
- New trial executions and pre-trial arrangements like data collection and dosing equipment.
- Report to Head – Marketing & Technical Services.
- Keeping track of dispatches and close coordination with logistic department.

EDUCATION

- ✓ **MBA Working Executives (Marketing and Strategy & Leadership) – 2020-21 NMIMS**
- ✓ **Bachelor of Engineering in Chemical – 2000-04 Shivaji University**
- ✓ **Harvard Business Publishing Certificates: Management Communication (Planning, Writing & Presenting in Business), Financial Accounting, Corporate Finance, Spreadsheet Modelling and Mathematics for Management.**

REFERREES – CONFIDENTIAL

Present References Customer's:

Ashish A Gupta – President – Emami Papers Limited – Mobile: +91 934 8113 163

Akshay Jain – Owner – Silvertone Pulp & Paper – Mobile: +91 989 7068 626

Raghavendra Hebbar – Head Technical – APRIL Group – Mobile: +62 811-7047-405

Vinay Dwivedi -Vice President Technical – JK Paper Ltd Mobile: +91 9812 303 368

Rajesh Singh – Chief Technical Officer - Trident Ltd Mobile: +91 6284 545 291

Kanti Bajaj - Owner – Krishna Tissues Ltd. - Mobile: +91 9830 897 000

Phul Singh Pamar – DGM Production – BGPPL - Mobile: +91 860 0042 661

C S Kashikar – COO – Orient Papers & Ind. Limited – Mobile: +91 956 1088 187

Sanjay Yadav – Process Head – Century Paper - Mobile: +91 897 9938 141

Mr. S G Agarwal – Owner - KR Pulp – Mobile: +91- 972 1600 000

Personal Reference (Friend)

Dinesh Dhiman – City Cars - Mobile: +91-882 6688 854