



DR. N. RAJASHEKAR

Ph.D (Management), MPhil (Entrepreneurship)

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PROFILE SUMMARY

- More than 28 years of progressive experience in the field of business development, Operation, International Business, Marketing including 7 years of experience in Bangladesh and 20+ years in India.
- Directed training and staff development of professional and student staff resulting in 100% training compliance.
- Developed, implemented, and managed the Office of Multicultural Affairs improving diversity and inclusion.
- Delivered programs and informative opportunities to educate and increase participation on campus.
- Abilities to chalk out plan for developing system and infrastructure for a new project.
- Expressive and resourceful, offering innovative and practical solutions.

EXPERTISES

- Facilitator and Trainer
- Administration
- Strategic Project Planning & Leadership
- Project Budgeting & Cost Control
- Techno Commercial Operations
- Process Control & Instrumentation
- Continuous Process Improvement
- Business Development & Growth
- New Establishment Set-up, Start-up
- Commercial Operations & Risk Management
- Team Management

WORK EXPERIENCES



University of Liberal Arts Bangladesh

June, 2018 to Present

Position: Guest Faculty

Department: MBA

- Implemented industry-oriented syllabus.
- Insight into the reality of the industry.
- Moulding the students for industry.
- Student counselling & Constructive feedback.
- Establishing a task-oriented classroom climate.



Sterling & Wilson Pvt. Ltd., Dhaka

Position: Head- Group Business Development

Duration: From February, 2018 to Present

Position: Head (Operation)

Duration: From December, 2014 to August, 2016

- Directing & controlling entire gamut of business operations for MEP, Renewable- Solar & Wind Energy, Power Plants & Cogen Solutions, HV & EHV Substations, Transmission Lines, Data Center, Industrial EPC, Clean room EPC, Process Control & Instrumentation, and O&M Services.
- Strategizing & budgeting; conducting market analysis & implementing continuous improvement plans.
- Building teams & providing leadership, and measuring performance.
- Currently spearheading the country operations for end-to-end solutions of EPC & Allied business.
- Expanding business in the assigned territories and consistently improving profitability of the company; identifying new streams for long-term revenue growth.
- Formulating business goals, short-term and long-term budgets and developing business plans for its accomplishment.
- Designing successful business expansion strategies using customer & market feedback.
- Managing physical and commercial closure of projects with entire P/L responsibility.
- Devising plans for prime contract/subcontract, commercial risks and cash flow management.
- Participating in techno-commercial discussion & negotiation with clients and determining a win-win situation for both.

Highlights:

- Substation 5, 10 & 20 Mva, 33/11 Kv, orders from different utilities worth 40 M USD
- Combined Cycle Power Plant EBOP – 200 Mw, worth 65 M USD
- MEP –Complete Electro Mechanical 16 Floors Business center building- worth 6 M USD
- Turn key Industrial solutions, – 16 M USD,
- Solar Power Plant EPC 200 MW worth 150 M USD
- Data Center – Co. Location 100 Racks order worth 20 M USD
- Gensets orders from Dealers & Projects worth 9 M USD

**Edison Power Bangladesh Ltd.****August, 2016 to January, 2018****Location:** Dhaka**Position:** Chief Operating Officer (COO)

- Heading the new start up division.
- Set up a transformer manufacturing plant.
- JV with Marson's Ltd. Kolkata for technology partnership.
- Established the complete new set up for Marketing, manufacturing, EPC & service.
- Recruited 30 people for the start up.

**Jakson International Ltd.****September, 2012 to September, 2014****Location:** Dhaka**Position:** Chief Executive Officer (CEO)

- Merit of independently managing USD 19M business and led end to-end-project, including supply, installation, testing & commissioning activities.
- Strategized and evaluated organization's fiscal function and performance.
- Played a key role in turning around company's performance from negative to positive by attaining USD 19M top line and delivered 20% bottom line along with initiating projects with 60% sales increase.
- Instituted a workshop with USD 2M for managing 10MW engines in 6 months that contributed with USD 3M to the top-line growth.
- Merit of recruiting 42 members and increased team size to 70 from 28, including 18 for workshop.
- Played a key role in initiating a new branch for pre-sales & service with 9-member team in Chittagong in Dec 2012 to expand business and contributed USD 2M to the top line.
- Slashed 4% expenses by restructuring the operations with 200% increase in net promoter score through structured department & organization
- Bagged 2 tenders worth USD 3M each for 7 No. DG sets with Dhaka Stock Exchange and 4 No. DG sets with Chittagong Port Trust Authority
- Offered strategic inputs in evaluating alliances, investments and improved budgeting process by educating managers on financial issues and their impacts

**Marathon Electric Motors India Ltd.****May, 2010 to August, 2012****Location:** Kolkata, India**Position:** General Manager (International Business)

- Successfully spearheaded generator business for Indian market valuing USD 2.5M and Electric Motor & Industrial Fans business for International market valuing USD 16 Million
- Delivered 20% top-line & 10% bottom line growth by pioneering APAC territory through team building, including 30 distributors and 25 sales engineers
- Boosted customer base by over 400% with 240 customers, contributing USD 16M sales Facilitated extension of marketing to projects
- Contributed in achieving repeated business by interfacing with institutional & corporate clients Accomplished smooth sales & order processing by managing, negotiating & finalizing deals
- Devised marketing intelligence for product positioning and implemented pre/post launch sales promotional activities for brand building & market development
- Delivered seamless & cost-effective transport solutions by managing logistics operations including coordinating with shipping companies, transporters, C&F agents & external agencies



Jyoti Ltd.

November, 2006 to May, 2010

Location: Vadodara, India.

Position: AGM (Operation)

- Reported to COO; led 41-member team, including 9 Branch Managers & 4 Product Managers reporting directly. Oversaw business of Hydro Power Plant, worth USD 60 M.
- Tripled sales to USD 30 M in first year and further grew to USD 60 M in 2010 with consistent sales & entering channel business.
- Improved profits by 12% by adding new channel partners in 2 years
- Reduced 50% delivery lead time by managing inventory, production & sales forecast
- Brought down 7% product cost for the entire product range through re-engineering
- Improved 50% service response & 30% customer satisfaction by decentralizing service team and increasing response time by appointing engineers in the branches.
- Cost has been brought considerably by efficient project planning scheduling, Control. & Management.
- Ventured to into International through Channel partners,
- Contributed in geographical expansion across the country by adding 4 new branches and recruiting 4 residential representatives & 7 sales engineers for the branch in 2 years
- Created product visibility & demand through geographical expansion & introduced Product Manager Concept for focused marketing and converting the branches into profit centers.

UMS Technologies Ltd

January, 2002 to October 2006

Location: Coimbatore, Tamilnadu.

Position: Assistant General Manager - Regions & Exports

Namtech Electronic Devices Ltd.

May, 1992 to January, 2002

Location: Bengaluru, Karnataka.

Position: Manager – Marketing (Industrial Motors, Panels, Cables & Electricals)

EDUCATIONAL QUALIFICATIONS

- **Ph.D. in Management** (Consumer Behavior) from Vinayaka Mission's University, Salem in 2009
- **MPhil (Entrepreneurship)** from Madurai Kamaraj University (MKU) in 2003
- **MBA (Marketing)** from Madurai Kamaraj University (MKU) in 1999
- **B.E. (Electrical)** from Bangalore University in 1992
- **Diploma (Electrical Engineering)** from Govt. Polytechnic, Tumkur, Technical Education Board in 1988

LANGUAGE SKILL

- Proficient in speaking and writing in English.
- Working knowledge in Bengali.
- Native language Hindi, Kannada, Tamil, and Telugu.

PERSONAL INFORMATION

Date of Birth : 16th March, 1969.

Marital Status : Married

Religion : Hindu

Nationality : Indian

Passport No : Z 5328798

Permanent Address: Flat No # 1201, Purva Venezia, Yelahanka New Town, Bengaluru-560064, Karnataka, India.