

## **SOMAN PARKER**

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*Assignments in Strategic Planning, Business Development, Sales & Marketing, Financial Management, Channel Management, Key Account Management and Client Relationship Management, including manufacturing with a high growth oriented organization.*

### **PROFESSIONAL SYNOPSIS**

- ❑ An astute and dedicated professional with over 20 years of overall experience, entailing last 14 years in the area of Strategic Planning, Business Development, Financial Management, Sales & Marketing, Channel Management and Key Account Management and initial 8 years in Machine Design, Production, QC, Maintenance, Vendor Development and Production/ Tool Engineering.
- ❑ A strategic planner with proficiency in marketing, organizing promotional events, conducting market research, accelerating growth and achieving business targets.
- ❑ Proficiency in devising marketing activities for ameliorating (improving) revenue growth.
- ❑ Comprehensive understanding of company laws, formalities, financial management etc;
- ❑ **Stake holder Management (EVA, MVA)**
- ❑ **Leadership & strategy for long Term Sustainable Growth**

### **CORE COMPETENCIES**

#### Strategic Planning

- Actively involved in business planning and analysis for assessment of revenue potential in business opportunities.
- Developing new plans & procedures through analysis of market trends & competitor's activities to fine tune existing selling activities.
- Formulating corporate goals and developing business plans for augmenting market share and margins.
- Running a manufacturing setup and integrating it to the market needs.

#### Sales and Marketing

- Responsible for formulating sales targets, demand forecasting, sales budget achievement & managing inventory pipeline, ensuring ready availability of products/services as per the market demand.
- Planning & organizing promotional activities to build consumer preference & drive volumes and build market presence.

#### Business Development/Key Account Management

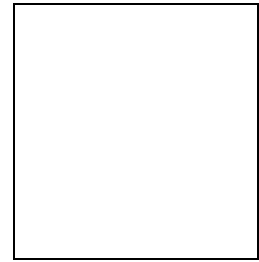
- Exploring potential business avenues & managing marketing and sales operations for achieving increased business growth & initiating market development efforts.
- Identifying and networking with prospective clients, generating business from the existing accounts and achieving profitability and increased sales growth.

#### Channel Management

- Expanding the dealer infrastructure and appointing new partners in untapped markets.
- Establishing strategic alliances/tie-ups with financially strong and reliable channel partners, resulting in deeper market penetration and reach for institutional sales.
- Monitoring channel sales and marketing activities, implementing effective strategies to maximize sales and accomplishment of revenue and collection targets.
- Interacting and assisting new dealer/channel for enhancing sales growth, market coverage and promoting the brand.

#### Team Management

- Recruiting, training & monitoring the team members to ensure efficiency in sales operations and meeting of individual & group targets.
- Building attitude & training field force regarding the activity plans for organizational commitment  
Creating a healthy work culture for streamlining processes to ensure smooth functioning of sales operations.



**GENERAL PROFILE** :

**NAME** : **Soman Parker**

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**QUALIFICATION** :

- 1977-School Final: First Division
- 1980-DME :First Division
- 1984-B.E..(Mech.) First Division
- **1986-M.Tech.(Machine Tools) First Division with Distinction**
- **1989-M.B.A. (Finance) First Division with Distinction**

: **Excellent Performance**

- Stood FIRST in all the classes throughout schooling.
- Awarded M.S. Govt. Merit Scholarship during schooling.
- Awarded Merit Scholarship during Graduation.
- Special Top Management Training Program in Hitachi Japan.
- Attended Seminar on Vendor Rating.
- Underwent special training on supply Chain Management.
- Workshop, Conducted by CSC Manufacturing U.K.
- Presented a paper on ‘Social Responsibility of the Business and its enforcement at the All India Social Scientist’s Convention 1988.
- Book on ‘Machine Building Technology’ is in process.

**PERSONAL DETAILS** :

Date of Birth : 17<sup>th</sup> December,1961  
Health – Excellent, Married, Two sons.  
Was associated with National Productivity Council,New Delhi  
Currently an associate member of MCCIA,Pune

**FAMILY BACKGROUND:**  
FATHER - Late Mr. B.G.Dharangaonkar  
Retired Government Officer  
Mrs. Rekha Dharangaonkar  
Housewife

## ANNEXURE –DETAILS OF JOB DESCRIPTION /ACHEIVEMENTS

COMPANY	ASSIGNMENT	JOB DESCRIPTION/ KRA/ACHIEVEMENTS
<p><b>RAJ GROUP OF COMPANIES, PUNE (auto Components, special machines, automation systems, railway projects, defence, aerospace, construction oil &amp; Gas, chemical, power plant equipments, financial services etc;)</b> 11.05.2006 TO</p>	<p><b>CEO</b></p>	<p>Can confidently handle multi-product &amp; multi-located businesses of over Rs. 20,000 crore, with a bottom-line accountability of over a billion dollar. Robust inorganic growth /Greenfield projects and project management complexities coupled with multiplying existing businesses are the critical challenges, ready to face.</p> <p>Shouldering an absolute P &amp; L responsibility at both country/product levels.</p> <p>Leveraging Micro &amp; Macro economic factors favourably to product level. Possess a strong analytical bend of mind to operate in international business environment with the following reigns.</p> <ol style="list-style-type: none"> <li>1.Strategy Formulation &amp; Implementation</li> <li>2. Supply Chain Management</li> <li>3. Financial Management</li> <li>4. Overall Change Management</li> </ol> <p><i>Special Tasks-</i></p> <ol style="list-style-type: none"> <li><b>i. Sales &amp; marketing (Domestic &amp; International) of auto components &amp; Industrial products (Special machines), construction machines, oil, specialty chemicals, power plant equipments etc;</b></li> <li><b>ii. Good customer contacts (worldwide) to boost the business in multifold.</b></li> <li><b>iii. Design-development and manufacturing of industrial products, special purpose machines, toolings, automation systems.</b></li> </ol> <p>Overall business (P &amp; L) responsibility for all divisions.</p> <p>To head the Company, meeting its goal and objectives under the direction of the Board. Ensuring maximum possible value addition to all stakeholders.</p> <p>To anticipate the market potential for both national and international markets and create infrastructure, systems, business processes for a healthy growth path.</p> <p>Other responsibilities included the overall control of design, development and manufacturing of highly precision and innovative machines, construction machines, machined components&amp; automation systems.</p> <p>Also completed ISO 9001 documentation.</p> <p><b>Auto Components Division:</b> Forged &amp; Cast machined components, Valve spool, driver, connecting rod, crankshaft, flanges, valve bodies, etc;</p> <p><b>Engineering Division:</b> <b>Design, Development &amp; Manufacturing of</b> Variety of Capital goods,Railway projects,Defence and Aerospace projects, Sealant dispensing machines and systems, piston assembly systems, End play checking machines, Toolings, Jigs, Fixtures, Gauges, BIW fixtures, variety of component feeding &amp; orienting systems, etc; Linear shaving machine, Grinding machine, Chassis Inversion system for Piaggio Vehicles, machine vice. Crown wheel handling automation system for Tata motor, Files handling</p>

<p><b>YELMESH ENGINEERING CO.PVT.LTD; PUNE</b>  (special machines &amp; machined components)  <b>07.02.2000 TO 30.04.2006</b>  <b>Turnover: \$10million</b></p>	<p><b>CEO</b></p>	<p>automation system for JK Files Ltd; Ratnagiri,etc; Initiated CRM, Supply Chain Management and made overseas alliances.</p> <p><b>Achievements:</b> i. Increased the business 2 folds  ii.Built machines with international standards but with 35%lower prices.  iii.Currently targeting mainly the Japanese &amp; German markets  iv. Using the Internet to offer remote engineering services to the US and European customers.</p> <p>Overall business (P &amp; L) responsibility  <b>Products:</b> Variety of special purpose metal cutting machines, Rivetting machine for L &amp; T, various Special purpose machines for Keihin Fie company &amp; Kalyani Brakes Ltd; Chakan, jigs, fixture, machined components  Introduced ERP system.  Doubled company turnover by increasing market reach, penetration.  Performance monitoring, benchmarking, team building, motivating.  Improved overall earning /Profitability target (15%)by internal restructuring.(Top line-bottom line)  <b>Achievements:</b> I) Increased revenue (35%CAGR) by key account management/repositioning  II) Agreement with consortium partners to protect market share and profitability.  III) Developed various bought out parts and thus reduced the capital outlay by 15%.  IV) Introduced various management systems such as ERP, Internet, and practices leading towards business growth and increased profit margins.  V) I was actively involved in guiding the finance executives in  a) Evaluation of Project Feasibility report and Productivity/ Profitability.  b) Working capital management.  c) Verification of Operational Efficiency Levels and improving bottom line.  d) Introduced formula based procurement for materials, resulting in cost saving of \$0.6million.  e) Complete Business Acquisition process for acquiring the unit of BIFR listed company as a going concern.  VI) Increased outsourcing budget by 50%</p>
<p><b>PATHEJA BROTHERS FORGINGS &amp; STAMPINGS LTD; PUNE</b>  (auto components)</p>	<p><b>G.M. BUSINESS DEVT.</b></p>	<p>Joined as a General Manager (Business Development) on 25<sup>th</sup> March,1995  Proactively identify, develop and initiate business opportunities.  Increased the customer base.  Streamlined the sales and marketing department</p>

<p>25.03.1995 To 07.12.1999 Turnover: <b>\$ 110million</b> Employee Strength +1250 Growth Rate:40 to 60%</p>	<p>CEO</p>	<p>Adopted stringent business strategies to capture the market share in auto component sector. <b>Promoted to Chief Executive Officer on 13<sup>th</sup> June,1996</b> To direct all Functional Directors to achieve the targets/goals as per the business plan. Also to establish the company and its subsidiaries as one of the most profitable auto parts company in Asia. To improve performance and profitability of subsidiary companies in India. Increase income from export processing zone companies. Establish local brand and spread operations to areas Beyond Asia into COMESA countries. Since my takeover as CEO, the <b>top line has increased by30% and the bottom line (net profit after taxes) has increased by 60%</b> in the first year itself further increase in turnover in the second year – highest turnover in last 5 years. Export increased by 47%, the EPS and Dividend doubled during my tenure. The stock prices went up by more than 140% during the period. Ensure growth momentum of CAGR of 50% pa for the next three years (@PAT 15%) Initiate and implement attractive business diversification models (IRR, NPV) Finalize deal of private equity /VC to infuse WC, growth capital. Implement strategic business plan for the company (member of executive council) Responsible for the bottom line and implement LT growth strategies. Capital investment appraisal for backward /forward integration. Target setting, contract management, resource allocation and continuously monitoring team performance. <b>Achievements:</b> Completed due diligence on 5 synergistic acquisitions /JV proposals in India/Middle east. (M &amp; A) This in turn increased the company’s turnover from \$8million to \$110million in a span of just 5 years. <b>Exports increased from Rs. \$2million to \$14million.</b> Increased the customer base from mere 2 to 17. <b>Auto Components Manufactured:</b> Crankshaft, Connecting Rod, Camshaft, Steering Knuckle, Rocker Arm, Valve Body, Transmission parts, Flanges</p>
<p><b>BAJAJ TEMPO LTD;PUNE</b> <b>A Firodiya Group Co. (Automobile Manufacturing)</b> <b>(20.01.01991 TO 13.02.1995</b> <b>Turnover:</b> <b>\$80million</b> <b>Employee Strength 2700</b> <b>Growth Rate:15%</b></p>	<p><b>MANAGER (PRODUCTION ENGINEERING)</b></p>	<p>Joined as a Manager (Production Engineering). I was responsible for the overall management of i) Low cost Automation division and ii) Sample/Tryout manufacturing of machined components such as connecting rod, crankcase, crankshaft, camshaft &amp; front axle beam. ii) Fuel Tank, Matador Side Panels, Oil Sump Housing, Filter Bracket, Silencer mounting blocks were some of the press parts manufactured by us. I was also looking after the timely completion of design, development and manufacturing of Jigs, Fixtures, and Gauges &amp; Press Tools. We had a world class tool room set up . Some of the low</p>

MARKETING  
MANAGER

cost machines designed and manufactured by us were corner milling machine, cylinder head drilling and tapping machine, solid torsion bar finishing machine, . Good exposure to ISO 9000, QS 9000, Lean manufacturing, JIT, 5S, 6 Sigma etc;  
Also responsible for computerized process planning, machine selection, make or buy decision, strategic sourcing, techno commercial negotiation with vendors, PPAP, PFMEA, control plan, process capability, and poka yoke.

Our other major tasks were:

I. Overall project management-within budgeted time and cost.

II. New project development

III. Design, engineering, development, standardization of toolings, documentation, tool engineering.

As per my request, I was transferred (inter-department-transfer) to marketing department on 19.03.1994

Initially, I was assigned the responsibility of marketing of commercial vehicles, such as Matador, Tempo Trax, Tempo Traveler.

I was also undertaking the entire sales and marketing functions of the machined components division. KRA included achievement of sales and profitability targets, operating costs, improvement in market share, co-coordinating with serving factories communication both internal and external training and development of sales team etc. Maintaining close contact and liaison with dealers/agents, governments department and taking proactive measures to protect and promote company's interest, ensure mobilization of funds, constantly review/evaluate dealer/coverage of markets, settlements of claims etc. Ensure adequate sales promotion and monitor performance of sales personnel to motivate and develop them were the salient features of the job responsibility.

**This assignment gave me an insight into the large scale MCD marketing.** The role of optimizing the logistical/distribution cost as a strategic weapon was learning in this assignment.

**Auto Parts Handled: Connecting Rod, Shifting Fork, Shifting Lever, Yoke, Silencer, muffler, fuel tank, etc;**

**Achievements: I) Increased the spares business from \$2million to \$8million.**

II) Pioneered the business diversification initiative /implementation for sustainable business of \$3million SBU.(PBT. 14%)

III) Enhanced the efficiency of the employees by 5%.

IV) Initiated Organic Growth with reference orders worth \$3million by innovative transfer pricing.

Market research, business statistics, breakeven analysis, were some of the tools used by us.

Adopted 5 P's of marketing, i.e. product, positioning,

		price, place and promotions to create a winning marketing strategy.
<b>UNIQUE ENGINEERING CO.PVT. LTD., KOLHAPUR.</b> <b>(Auto Components-machined &amp; sheet metal)</b> <b>(1.12.1986 TO 25.12.1990)</b>  <b>Turnover: \$5million</b>  <b>Employee Strength 225</b> <b>Growth Rate:10%</b>	<b>MANAGEMENT TRAINEE</b>          <b>DEVELOPMENT MANAGER</b>	<p>Joined as a 'Management Trainee' on 01.12.1986  As a Management Trainee, I worked in various departments of the company, e.g.design, production, quality control, maintenance, purchases, &amp;marketing.  After two years of working in various departments, I was assigned the responsibility of production and engineering development of auto components.</p> <p>Promoted to Development Manager on 25.08.1989.  As a Development Manager of the company, I was responsible for the regular auto components production as well as design, development and manufacturing of jigs, fixtures, gauges, press tools, low budgeted innovative special purpose machines required for the production of auto components. Process planning, cost calculation, submission of proposal to the customer were part of my job.  Some of the machines manufactured by us for our internal use were:</p> <ul style="list-style-type: none"> <li>i. Multispindle drilling, milling, boring and reaming</li> <li>ii. Single ended, double ended with single or multiple toolings</li> <li>iii. Rotary table and linear table multistation machines</li> <li>iv. Knob milling machines</li> </ul> <p><b>Some of the Auto Components manufactured:</b></p> <ul style="list-style-type: none"> <li><b>i. Connecting rod, shifting shaft, front top cover, silencer bracket, speaker bracket etc;</b></li> </ul> <p><b>Achievements:</b> I) Reduced the material wastage by 5%.  II) Reduced the capital blocked on inventory by 15%.  III) Introduced the dealer's network concept for spares business.  IV) Recruited 5 regional sales engineers to cater to the customer's requirements all over the country.</p>

**In all the above assignments I have been able to out-perform the industry average and exceed the targets set both in numbers and subjective elements.**

EXPOSURE TO MANAGEMENT	ISO 9000, TS-16949, LEAN MANUFACTURING, 5S , 6SIGMA,7S FRAMEWORK ,JIT,ABC ANALYSIS,EOQ SYSTEM, ERP SYSTEM, GAAP,5P's OF MARKETING, ANSOFF MATRIX, BOSTON MATRIX ETC;
COMPUTER AWARENESS	M.S.PROJECT, M.S.OFFICE, SOLIDEDGE, AUTOCAD, TALLY, ERP, INTERNET
LANGUAGES KNOWN	ENGLISH, HINDI & MARATHI
LEISURE TIME HOBBIES	READING, TRAVELLING, NET BROWSING, GARDENING
JOINING PERIOD	1 MONTH MIN.
VISITS ABROAD	USA, JAPAN, GERMANY & SINGAPORE
CLOSE ASSOCIATIONS	MCCIA; PUNE, NATIONAL PRODUCTIVITY COUNCIL,