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P&L | CHEMICALS | INTERNATIONAL BUSINESS

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PROFILE

Enterprising business leader with over 26 years' experience across **SPECIALTY CHEMICALS** (*Colloidal Silica, Expandable Microspheres, Chemical Intermediates*), **COATINGS** (*Marine & Protective Coatings*) and **LUBRICANTS** industries. Competent in driving business plans with P&L responsibility across several regions viz., Indian Sub-Continent, Middle East, Americas, SEA, Europe, Japan, China and Oceania.

Capable of starting-up business from scratch, Strategy implementation, Value-creation, Product cataloguing, Product launches, Collaborations, Key account management, Channel management and People management.

Leveraged CRM, OBAM, SPANCO, SALES FORECAST tools for streamlining Sales process & Demand Planning. Managed Sales & Shared Services team based out of Mumbai, Dubai, Dammam, Cologne, Rio & Gothenburg.

Accustomed to working in different time zones, multi-cultural & complex matrix environments. Had been part of several organizational transformations and career transitions at Akzo Nobel, Castrol and Shell. Conversant in 5 languages including English & Hindi.

Groomed by Akzo Nobel Academy, Shell Lubricants Academy, Ken Blanchard & GAP Partnership on **Leadership** & **Commercial excellence**. Active engagement in SLT, S&OP, Safety and Board meetings, CSR & Sustainability initiatives, TFS Audits, Safety Audits, Business Compliance & Customer Audits, Team building & Trainings, Industrial Federations & Exhibitions.

PROFESSIONAL EXPERIENCE

Apr'2022 onwards	HEAD – SALES & MARKETING (GLOBAL) Deepak Novochem Technologies Ltd, Pune <i>Products: Agrochemical & Pharma intermediates, Modified bisphenols</i>	- Drive profitable growth globally with Key accounts & Channel Partners
From Aug'2021 to Mar'2022	GENERAL MANAGER – SALES & BD (INDIA) HR-Organo Chem Pvt Ltd, Mumbai <i>Products: Carbon Black, Hydrocarbon Resins, Surfactants</i>	- Liaise with principal suppliers on Imports; pricing, distribution and sales through domestic market
From Oct'2020 to Jul'2021	VICE PRESIDENT – INDIAN SUB-CONTINENT Intexo Biochem Pvt Ltd, Mumbai <i>Products: Odor Control chemicals, Sanitizers</i>	- Sign-up Collaborations, recommend product diversification and drive new business development
From Apr'2006 to Sep'2020	GENERAL MANAGER – IMEANZ, PPC BU Akzo Nobel Chemicals (now Nouryon), Mumbai & Dubai <i>Other Positions held at Akzo Nobel (in Coatings BA): National Sales Manager, Regional Sales Manager, Area Sales Manager at Delhi NCR & Chennai</i> <i>Products: Colloidal Silica, Expandable Microspheres, Marine & Protective Coatings</i>	- P&L responsibility across IMEANZ region under PPC BU
From Aug'1997 to Mar'2006	Worked in the Lubricant industry with Castrol, Bharat Shell & Chemoleums. Last position held was KEY ACCOUNT MANAGER – ILS at Castrol India Ltd, Chennai <i>Products: GI Lubes, MWF, Greases, Performance products</i>	- Deliver budgeted Sales & Collections through Direct & Channel accounts, Product cataloguing, Co-branding, Technical Services, Key account & Customer care Centre management

ACCOMPLISHMENTS

Chemicals:

- Managed a P&L of up to INR 500 Crores (~ 60 Mn USD) for Specialty Chemicals
- Participated in the migration process from TALLY to SAP
- Signed-up marketing partnership with PREBONA Sweden for OdorControl® during Pandemic years
- Launched Texpogard® sanitizers in West & South India during Pandemic years
- Recognised as STAR EMPLOYEE for starting-up Levasil® and Expancel® business from scratch through market extension, People/ Partner recruitments, Product validations, client collaborations & business commercialization in IMEANZ region
- Stimulated Oil Field segment delivering 4% additional revenue through Global Accounts
- Generated RtM strategy on India capacity acquisition for Levasil®
- Cross-functional and Cross-BU collaborations on Exports Control, Regulatory Affairs, Margin Management, Warehousing, MPA, HoTs and Licensing Agreements

Coatings:

- Managed a P&L of INR 250 Crores (~ 30 Mn €) through Projects, Key Accounts & Channel Sales
- Successfully implemented GANTT CHART (stage-gate analysis) for Projects monitoring
- Mentored a diverse team of 20 members across Sales, Marketing, Business Development, Engineering Sales, Technical Services, Commercial support, logistics and branch administration
- Implemented Product Stewardship & Eco-premium solutions through highly interactive cross-functional activities and market initiatives
- Delivered at least 25 iconic projects in HVI, M&R and O&G segments
- Penetrated all major Shipyards and Ports in the region adding 20% Sales Revenues
- Executed M&R, NB contracts through Supply/Apply agreements, PBG & world-class Tech Service
- Steered B2G initiatives through PSUs & EPCs
- Scaled-up region revenues by 65% through Engineering Sales, KAM and Channel Sales
- Improved ASP by 7% through 'Specifications and Focus Products Sales'

Lubricants:

- Efficiently operated KAM-CCC business model accomplishing sales revenues of INR 65 Crores
- Strengthened business with Asia's #1 client for OE & Service fill co-branded products
- Signed-up at least 04 co-branding partnerships viz., *Ingersoll Rand (Castrol)*, *Komatsu Gold (Shell)*, *Hindustan Motors (Chemoleums)* and *Elgi Airlube (Chemoleums)*
- Secured at least 08 product catalogings with leading Auto, Mining & Construction equipment OEMs
- Introduced semi-synthetic MWF at leading OEMs & CR Mills with revenue significance of 10%
- Signed-up Annual Rate Contracts with 80:20 customers (Gold accounts)
- Implemented TFM, Extended drain life studies, Lube clinic protocols
- Designed jointly with Technical team a field trial model for mobile screw compressor rigs
- Improved Accounts Receivables performance through critical reconciliations
- Expanded Channel network for Tier-2 & Tier-3 territories and Industrial zones
- Participated in several government tenders for GI lubricants business