



Yogesh D Barot

CONTACTS



PHONE: +919818898736/7863028036

EMAIL: yogesh.barot@bdi.org.in

LinkedIn: <https://www.linkedin.com/in/yogesh-d-barot/>

HOME: Ahmedabad India

SKILLS



- OH&S/VCCE/ABCD
- Visionary corporate leadership
- P&L Accountability & budgeting
- Business Analytics
- New mkt launches
- Marketing & sales strategies
- Global Business expansion
- Digital Marketing

CERTIFICATIONS



- Alumni IIMA/IMD Switzerland/BITSP
- Advisory Council Member Harvard Business Review
- Survey Panelist McKinsey
- ISB Hyderabad – Service Excellence
- Concrete Technologist India by RCMCA India & NRMCA USA
- Concrete Technology – C&G London

MEMBERSHIPS



- American Concrete Institute
- Indian Concrete Institute
- Gujarat Inst. of Ers & Architects

COMPUTER SKILLS



- MS Word - Professional Expertise
- MS EXCEL - -----do-----
- MS Power Point -----do-----

LANGUAGES



- English – Professional Fluency
- Hindi – -----do-----
- Gujarati – -----do-----

A highly experienced goal-oriented marketing & business development professional seeking a senior executive role to provide high-end administrative function using strong organizational skills and experience to achieve operational efficiency for the organization.

A dynamic & innovative business executive with over 30 years of corporate strategies, marketing & sales, P&L experience in Indian Cement & Concrete Industry. A corporate leader, manager, business driver & implementer as per sales assessment agency London UK & global survey panelist McKinsey & Co.

Multiplied revenue by over 175 times(1M\$ to 175M\$ /annum) & cement volume by over 100 times(84KT to 8.5 MioT/annum) & 3Mio Cu M concrete annually with price leadership through effective corporate leadership, customer experience strategies, sales, demand generation, brand building & market leadership with maximum volume & highest profitability etc.





WORK EXPERIENCE



- Chief Executive Officer /Consultant/Self Employed.** Jan 2021- Present
Business Dimensions International – Ahmedabad
 - Ensuring business through dedicated customer centric corporate strategies, business analytics, marketing, demand generation, P&L etc.
 - Launch of customer support & marketing group for demand generation, brand building, new market launches, customers / influencer’s mktg.
 - Launch of e commerce platform, CRM, digital marketing, HR , recruitment & training, unique business workshops using Harvard & IIMA business cases & simulations.
- Head Customer Service Group & Marketing.** June 2019 - Dec 2020
Prism Johnson - Ready Mix Concrete division - Mumbai
 - A management committee member & Business Head who successfully handled 3 Mio Cu M RMC business with target volumes & profits.
 - Launched Customer Services & Marketing group pan India for demand generation , brand building , sales , premium products etc
 - Launched RMC in IHB segment & new KAM customers, premium products etc.
- Vice President (Customer Support Group)** June 1993 - Nov 2018
Ambuja Cements Ltd - Gurgaon
 - A regional Exco member who provided leadership support in establishing cement in many Indian markets with clear market leadership towards 9 MioT cement volume with price premium & revenue growth by over 175 times.
 - Launched Customer Support group in all above markets with highest engagement scores of customers & influencers as per Nielsen’s Survey.
 - Established brand as most profitable in the industry through highest consumer pull by unique value added services & channel excellence.
- Project Engineer** June 1990 –May 1993
Kamal Mangal Das Architects & Crown Construction
 - Successfully constructed all residential & commercial projects within time & budget limits.

EDUCATION



- | | | |
|--|---|------|
| Senior Management Program – Indian Institute of Management A’bd |  | 2021 |
| Global Business – Harvard Business School (USA) |  | 2020 |
| Master of Technology - QMS– BITS Pilani – |  | 2019 |
| Bachelor of Civil Engineering – University of Pune – |  | 1990 |