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| **AJIT** |
| Email: ajit.23068@2freemail.com  |
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| **Business Leader** with experience of different cultures and business situations. Roles I enjoy **building team** of diverse background, skill, strength and helping them go from **good to Great*** Strong expertise in **strategy, cross-functional leadership, sales, rural marketing**, product management, business development, project management, channel management and **licensing**.
* Proven competence in **setting up and turning around businesses** and scaling them up into sustainable & profitable operations
* Adept in **leading large and cross functional teams** and managing diverse set of stakeholders, government and industry relationships
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| **REWARDS & RECOGNITION** * Finalist of Global Marketing Excellence Award 2016 for **“Launch Big Scale Fast”** Strategy.
* Received **Innovation & Creative Award** from the Global business lead for conceptualizing and implementing the farmer advocate and retailer loyalty program in 2012
* Conferred with the **Best Region Award** for the sales growth and people development in 2007.
* Received prestigious **Monsanto Global Master Sales Award** for outstanding performance in 2004 for achieving highest sale in the country of the India first agri-biotech product.

**EXPERIENCE** |
| **April 2000 – Present** | **MONSANTO INC** |  |  |  |
|   | **July 16- Present: Marketing** **Lead – India Row Crop Business, Mumbai*** Responsible for **Marketing** of corn, branded cotton and crop protection
* Uniting the organization to meet customer needs and achieve all business goals, identifying and leading change across the organization for the benefit of the customer
* Part of team developing global brand guidelines (seeds & traits) and rollout across Asia Africa Hub
* Member of India Leadership Team and Asia-Africa Marketing Leadership Team

**Jan 14- July 16: Category Lead - Corn Business, Mumbai** |  |
|   | * P & L responsibility in a matrixed organization. Revenue Size - $ 56 MN and EBIT of $15 MN
* Coordinating decisions and action across the sales, marketing, technology development, R&D, supply chain organizations by leading a team of eight cross-functional team.
* **Devised and executed strategy to turnaround business** and it led to EBIT growth of **12% CAGR** and significant improvement in all key business health indicators.
* **Revamped the new product launch approach** to reduce time to market support by integrate marketing plan to launch big and scale fast new product resulting in growth share of products from 5% to 35%
* **Developed and executed licensing and partnership strategy** and managed **critical negotiations** including sourcing agrochemical, seed treatment, end user linkage to build integrated corn solution.
* Conceptualized and executed the **Re-launch strategy the mother brand DEKALB** resulted in significant increase in awareness and net promoter score
* Played a key role in establishing the **mobile agvisory platform** and scaling of to 4 Mn user base.

**Sep 12- Dec 13: Category Lead - Branded Cotton, Mumbai** * Shouldering P & L responsibility of business unit across India and Coordinating decisions and actions across the functions
* **Collaborated** with global and cross functional team to extensively develop process to improve quality, resolved and addressed customer grievances closely working with all stakeholder
* Develop Strategic road map for branded cotton business and achieved key milestones

**Mar 09- Aug 12:Zonal Business Manager - South India and Sri Lanka, Hyderabad*** Entrusted with the responsibility cotton, corn and crop protection business of a revenue of INR 300 Cr
* Led a team of seven experienced managers. Overall team of 60 full time employees Plus 250 contracts
* **Doubled Crop Protection & Cotton Business** and **Steered successfully corn business** through portfolio shift despite challenges through strategic planning, reallocating resourcing and implementing focused action
* Set up a **market development model** with village as unit, helping growth of key high value products in Karnataka and Andhra Pradesh by 400% during 2009-11
* Designed and executed **new hybrid product launch process** which helped in fast penetration and scale up of new product resulting in scale up from 1 MT in 2010 to 600 MT in 2012
* Conceived **Farmer Advocacy Network** that increased customer coverage and led to 60% conversion of non-user to users in 2011, later adopted across India
* Designed and drove a **Channel Loyalty Program** coupling engagement with incentive to perform better consistently contributing 60% of the business with two year

**Nov 07- Mar 09: Product Manager -New Cotton Traits, Mumbai*** **Led and coordinate** with cross functional and JV partners **Project team to drive the launch** of new cotton technology. **Conceived and implementation of new business model**

**Jul 04- Nov 07: Regional Business Manager, Aurangabad and Indore*** **Strategic and tactical initiatives** portfolio distribution, customer reach calculator resulted in **a 300% growth in profit of corn business** in Maharashtra and **doubled of crop protection business**
* Build a team with diverse skill and strength that together developed into a great team

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| **EDUCATION** * **Post Graduate Diploma in International Business Strategy**~ 2012

INDIAN INSTITUTE OF FOREIGN TRADE, New Delhi, India* **Bachelor of Agriculture and Animal Husbandry ~ 1996**

GB PANT UNIVERSITY OF AGRI AND TECH, Pant Nagar, Uttarakhand, India**PROFESSIONAL TRAINING*** **Regional Leadership Exchange** –Leadership and Strategy training with cross –cultural exposure spread over a year - **Developed Launch Plan** for China Corn Business by working with a cross functional and country team
* Mentoring Plus Program (2009-10), Global Business Forum for Product Management (2013), Global Business Forum for Strategy (2014)
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