|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **AJIT** | | | | | |
| Email: [ajit.23068@2freemail.com](mailto:ajit.23068@2freemail.com) | | | | | |
|  | | | | | |
| **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 | | | | | |
| **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  |  |  |  |  | | --- | --- | --- | --- | | **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) |  |  |  | | | |
|  | | | | | |