

P.V.Prasad

Flat No: 3103, Anriya Grienberg
13th Cross, 8th Main
Ph: +91 98453 76800
Res : +91 80 23664810
mrpvprasad@yahoo.co.in

Summary

- Alumni of IIM Calcutta's Global Manager Program, I am a Senior Business Management professional with around 14 years of eventful Indian and International experience in General Management, Strategic Management, Leadership, Globalization, M&A's and Marketing.
- Keen in academic field and currently visiting to Al-ameen institute of pharma management as Asst.Proffessor (Visiting Faculty) teaching General Management, Marketing and Strategic Management.
- Handled senior positions and board member in various MNC's, Public and Private limited companies like Molex Inc, L&T, Solectron, Mafatlal and Centum.
- Passion to inspire the students and give impetus to handle leadership roles in various organizations.
- I understand the individual student strengths and their interests and provide career counseling towards their career objectives with strategic approach.

Education

[Post Graduation in Global Business Management, Indian Institute of Management , Calcutta]

[Bachelor of Engineering in Mechanical , Nagrjuna University]

Programs Attended

- Theory of Constraints by Dr.Goldrath.
- Corporate management and value creation to share holders.
- Strategies and problem solving methods by McKinsey.
- Operations methods and importance of lean manufacturing.
- Value Engineering and improving customer loyalty.
- Market segmentation and differentiation.
- Quality Tools like TQM, KAIZEN.
- Management Information Systems.
- Leadership and communication skills.

Areas of Specialization

- A) Operations Management**
- B) Marketing Strategies**
- C) Globalization**
- D) Strategic Management ,M&A's and Harvard Business Case Studies**

A) Operations Management

- Value Chain Analysis of various Industries.(Electronics, Automotive, Commodities, Products and other Service Industries).
- Advantages and Disadvantages of Forward and Backward Integration.
- Efficient supply chain management Practices
- Logistics role and its essence delivering competitive products and services.
- Implementing Enterprise Resource planning (ERP) and various challenges while integrating across the functions and its impact on the culture within the organization
- Lean Manufacturing techniques and Japanese companies' case studies and Toyota bench marking practices.
- Tools and Techniques for Efficient forecasting methods and its role in placing the companies above the competitors.
- TQM and Operations role in implementing effective TQM across the organization.
- Operations consulting and business process reengineering.
- Business positioning as OEM, ODM and Contract Manufacturing and each of their pros' and cons.
- Human resources role and innovation and productivity challenges.

B) Marketing Management

- Marketing role and marketing management importance.
- Aligning company's strategy intent with marketing strategies.
- Analysis of company's orientation of Product Concept, Selling concept, marketing concept.
- Analyzing company's core strengths and developing marketing strategies and plans.
- Business Unit Strategy Planning and SWOT Analysis.
- Tools for capturing marketing insights in various environments.
- Market segmentation and targeted market segments and customers
- Managing a holistic marketing management.
- Importance of creating customer value and Loyalty.

3) Globalization

- Globalization : Features and Possibilities
- The globalization of Markets.
- Countries comparative advantages and Country risk Analysis.
- Competition in Global Industries.
- The strategic analysis of vertical integration.
How suddenly global markets will become tough and various influential factors.
- International business strategy.
- International organization and control strategy.

Career History and Accomplishments

Centum Industries(Group Company of Centum Electronics)

2005 – To date

General Manager

- Setup the company from the scratch and shown growth 2X year on year basis.
- Strategic Management in visualizing and adopting the technology and products in continuous changing scenario.
- Strategic buyouts in Europe.
- Importance to Human Resources and various training sessions on Customer management, Operations management and Global changes.
- Overall leadership.

Molex, Inc.

2003-2005

Sr.Manager – Exports and CSM

- Set up Exports marketing and Customer support to service FES and Europe region.
- Exports Revenue budget preparation and meeting the targets.

Larsen & Toubro Company Ltd.

2001-2003

Area Manager - Sales

- Customer account management and sales revenues.
- New product launches by studying the SME market dynamics

Mafatlal, Solectron, C-Mac

1993-2001

Operations Manager, New Products development and manufacturing areas.

Countries Traveled : Singapore, Macau, Hong Kong, Indonesia, Japan, Turkey, Germany, France, Italy, United Kingdom, Mexico, Netherlands ,Belgium etc..