

# PRASENJIT CHAKRABARTY



## SUMMARY

- Led teams transform business operations, demonstrate stretched targets and implement shared vision- procure to ship, order to cash cycle for over 25 years [12 years of P&L].
- Digital Transformation expertise of successfully implemented transformation involving process [SAP S4 Hana, IoT, AI, Robotics], Equipment [Krones, KHS, ₹250 Cr], People [3 Long Term Settlements. Team sizes up to 1000.
- Taught & Empowered 1500+ postgraduate and graduate business management students for personal & professional success through innovative teaching & mentorship. Taught over 54 government officials on PMFME scheme [entrepreneurship].

## EXPERIENCE

### - **Founder & Director, 03/2021 - Current |Paralox Soft Pvt Ltd – Executive**

We're into providing digital services in sales, and marketing for ITES service providers, EdTech, or Healthcare, with 3+ years post-launch. We have supported over 7 companies successfully. A startup India recognized company.

### - **Additional Director & Director- Business Development, Board connect India September 24 | Nonexecutive**

### - **Faculty, 10/2021 - Current |Techno India Group - Kolkata, India**

- Empowered over 1500 students in Post graduation, graduation level, on sales and marketing, entrepreneurship, Operations.
- Qualified as a **Master Trainer on PMFME by NIFTEM Ministry of Food Processing**, Government of India, to deliver the Entrepreneurship Program for – district level government officials in food related industry. Completed six such programs covering over 54 district resource persons, so far, recuring excellent student rating.
- Successfully discharged the role of “Chief Head Examiner” for conducting examination for Bengal’s biggest government university [MAKAUT] for multiple subjects.

### **Plant Head/ General Manager, 03/2019 - 11/2020 Beam Suntory - New Delhi, International Division Madrid**

- Led three manufacturing sites, reported as a P&L head to international business unit. 2 Value in Action Awards, from Beam, USA.
- Led successful product development, approval for Oaksmith, from Indian, achieving international recognition (Yatte Minahare Award) from Suntory, Japan.
- Led successful deployment of SAP PP, QM implementation.
- Led business development of packaged drinking water.

### **Grade- General Manager, 08/2015 - 03/2019 Carlsberg India- Delhi NCR, Kolkata, Bihar India**

## CONTACT

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IDDB Reg. No- IDDB-PA-202301-046208

## PUBLICATIONS

IEEE- [ENHANCING DIGITAL CURRENCY PRICING WITH MACHINE LEARNING MODELS](#)

IEEE- [EXPLORING MACHINE LEARNING'S IMPACT ON DIGITAL MARKETING](#)

ECB- [STUDY AND ANALYSIS OF THE IMPACT OF SOCIAL MEDIA ADVERTISEMENT ON DIGITAL MARKETING FOR BUILDING NEW BRANDS](#)

## SKILLS

- Strategic Collaboration
- Execution
- Excellence Orientation
- Coaching & Mentoring
- Leadership

## MERITS

- Selected as a Lifetime Fellow- Institute of Directors (IoD)
- Selected as a Lifetime Member by World Council of Directors (WCD)
- Recipient of Yatte Minahare Award by Suntory, Japan.

## EDUCATION AND TRAINING

Doctor of Philosophy - PhD, Business Administration and Management, General, Expected in 09/2025 **Dr K N Modi University**

Certificate Program, Management, 08/2019 **Harvard Business School**

PGDMS, Operations & Manufacturing, 07/1995- **S.P. Jain Institute of Management & Research - Mumbai**

Duration: 2 years |CGPA- 80%

Managed green/brown field projects across multiple sites, delivering a 7% reduction in utility costs through effective initiatives and over 45% additional throughput, using Lean and TPM principles.

Completely redesigned the effluent operations to cater to Ganga Action Plan for Delhi NCR unit.

Signed a Long-term Settlement with AITUC union.

#### **General Manager, United Breweries Ltd. - Punjab, India**

Led the first-in-India implementation of SICPA's automated bar-coding system on the beer line.

Signed Long term settlement with CITU union.

Developed Keg market in Jaladhar, Ludhiana & Patiala.

#### **General Manager, Berger Paints India - Goa, India**

Led a complex, digitally driven overhaul of a paint unit, transforming it from a fire-ravaged facility into a 5,000-ton/month

Negotiated and signed a Long-Term settlement with norm-based settlement with union with 15% productivity enhancement and 40% reduction of contractual headcount.

Market development of Goa State, Anti corrosive coating market development in Maharashtra.

#### **Asian Paints - Mumbai, India**

##### **Senior Manager Supply Chain Management,**

Managing International Business' operations (Planning, procurement, & Operations)

##### **Sr. Manager, Production- Hyderabad Manager Production**

Managing three units - Water base Unit, Enamel Paint unit, Resin Manufacturing Unit

#### **ICI India Ltd- Nitrocellulose - Gujarat, India**

##### **Technical Executive- Key Accounts,**

Managing technical sales and key account management- sales Management Representative- ISO implementation Customer Support

#### **Gujarat Guardian Limited**

Technical Executive

Sales & Key Accounts

Bachelor of Engineering (B.E.), Chemical Engineering, 06/1992- **Jadavpur University** – Kolkata Duration: 4 years | First Class Honors.

#### **CERTIFICATIONS**

- Boardroom- Independent Director- IICA Certified IDDB empaneled.
- Managing Essentials- Harvard Business School
- Master Trainer- PMFME Scheme- NIFTEM- Ministry of Food Processing Government of India
- Marketing Analytics- Meta
- Project Management Professional- Google
- Scrum Master certified- Scrum Alliance
- Lean 6 Sigma Black Belt- Simplilearn
- SAP Professional Fundamentals- SAP
- Principle of sustainable Finance- Erasmus University- Rotterdam.
- University of Bocconi- Corporate Sustainability- Understanding & Seizing the Strategic Opportunity
- ESG- Introduction to ESG- CFI
- ISO 14000 Lead auditor
- ISO 9001 Lead auditor
- Analyzing Growth Driver & Business Risk- CFI
- Certified Risk Management Professional- The Knowledge Academy
- IRDA IC 38 Exam
- Speed of Trust- The Franklin Covey Institute