

SANTHOSH KUMAR SHET B.E.,P.G.D.M.,M.I.E.,M.I.M.A.



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DIRECTOR PROFILE

Poised to leverage the experience and expertise gained to enhance organizational growth and sustainability

Areas of Expertise

*Green Field Project Management | Operations Management |Liaison | Business Development
| Sales & Marketing |Statutory Compliance|Corporate Governance|Procurement|*

PROFESSIONAL PROFILE

- ⇒ A Professional with over 30 years of proven success in business operations involving Corporate Governance, Green Field Projects, Production, Operations, Sales,Business Development & Technical services, Statutory Compliances, Liaison.
- ⇒ Independent Director in a listed Public Limited Company.
- ⇒ Associated with CIRP process of JBF Petrochemicals Ltd. with a successful resolution.
- ⇒ Key person in Green Field projects of Petrochemical complex.
- ⇒ A keen planner & strategist with expertise in planning & controlling the Project and production operations as per the capacity & sales projection; with accountability on ROI.
- ⇒ A keen planner & strategist in managing business operations with focus on top-line & bottom-line performance and expertise in determining company's mission & strategic direction as conveyed through policies & corporate objectives.
- ⇒ Proficiency in devising marketing/ distribution activities for ameliorating revenue growth. Proven abilities in driving growth through leadership in highly competitive markets.
- ⇒ Demonstrated abilities in achieving cost savings across assignments, minimizing performance bottlenecks for achieving high productivity with maximization of men, material & machine.
- ⇒ An effective communicator & team leadership skills and strong analytical, problem solving & organizational abilities. Possess a flexible & detail oriented attitude.

COMPETENCIES OVERVIEW

Technical

Project Management

- ⇒ Start up of Greenfield Projects from Land allotment, Office, site preparation, Recruitment.
- ⇒ Liaison with all government, semi government and non government organizations for approvals and statutory compliance.
- ⇒ Coordination and tie up with Process Licensor and Project consultants.
- ⇒ Negotiation, selection and monitoring of Project contractors & Vendors.
- ⇒ Project sourcing and procurement.

PPC/ Manufacturing

- ⇒ Planning & executing production operations in coordination with the other functions.
- ⇒ Manpower management for achieving the periodic production targets.
- ⇒ Coordinating the entire product development including requirement analysis, finalizing specifications, designing, development and testing activities.
- ⇒ Coordination with other departments to ensure smooth flow of operations.

Process Enhancement & Cost Control

- ⇒ Implementing various VA/ VE systems to enhance operational efficiency.
- ⇒ Achieving productivity improvements & eliminating non-value added operations.
- ⇒ Executing cost saving techniques/ measures and modifications to achieve substantial reduction and work within the budget.

Quality Assurance

- ⇒ Improving Quality / Productivity / Reliability at manufacturing line.
- ⇒ Establishing quality standards, implementing stringent quality control systems to enhance quality of products and reduce rejection level.

Commercial

Business Operations/ Marketing

- ⇒ Developing marketing plans to build consumer preference and drive volumes.
- ⇒ Analyzing & reviewing the market response/ requirements and guiding the technical teams for coming up with new products.
- ⇒ Conducting competitor analysis by keeping abreast of market trends and competitor moves to achieve market share metrics.
- ⇒ Responsible for credit control & receivables from the market.

Key Account Management

- ⇒ Developing relationships with key decision makers in target organizations for business development.
- ⇒ Interfacing with clients for suggesting the most viable product range and cultivating relations with them for securing business.
- ⇒ Managing activities pertaining to negotiating/ finalization of deals (techno commercial) for smooth execution of sales & order processing.
- ⇒ Providing technical service support to the clients and resolving their issues/ concerns.

Dealer /Channel Management

- ⇒ Evaluating the performance & monitor distributor/dealer sales and marketing activities.
- ⇒ Developing the existing network and effectively managing the supply chain.

Sourcing Management

- ⇒ Selection and evaluation of vendors/contractors for projects.
- ⇒ Negotiation and finalization of commercial prerequisites.
- ⇒ Procurement function for Projects

CAREER GRAPH

Present Position - Independent Director – NITCO Ltd. from November 2022

Chairperson- Stakeholder Relationship Committee

Member – Nomination and Remuneration Committee

Consultant- Manufacturing and MSME Organisations

– Project Management, Statutory Compliance, CSR

PREVIOUS ASSIGNMENTS

**JBF Petrochemicals Ltd. Mangalore-Senior Manager-Projects
Sept. 2011-March 2023**

Brief Role & Credits-

Project management role – Land Acquisition, Technology evaluation, Statutory Compliance, Project monitoring, Procurement, Vendor and Contractor Evaluation and selection. Successful Commissioning

**Akzo Nobel Coatings India P.Ltd. Bangalore- Business Development Manager,
March'2003 to Sept. 2011**

Brief Role & Credits-

Business Development, Technical Service, Sales, Key Account Management, Product Development, Dealer Management, Star Performer.

**Akzo Nobel Powder Coatings FZE, Dubai,UAE-RSM,
Nov'2007 to June 2010**

Brief Role & Credits-

New Business Development, Market Research, Product launch, Sales, Key Account Management, Product Development, Key Account Management. Market share attained –25% of UAE market.

**Marpol P. Ltd. Goa -Sr.Production Manager,
Feb'2002 to Feb'2003**

Brief Role & Credits-

Resin Plant Expansion, Project evaluation and implementation , Successful Commissioning.

**Southfield Powders Ltd. Bangalore-Manager-Technical Sales,
Mar' 2000 to Jan' 2002**

Brief Role & Credits-

Sales, Business Development, Technical service, Dealer Development, Market Expansion, Market leader in Karnataka

**Vibgyor Coatings P.Ltd. Goa- Manager-Marketing & Tech Sales,
Nov'1997 to July' 1999**

Brief Role & Credits-

Market Development, Dealer Appointment and Management, Sales, Technical Service,

**Marpol Chemicals P.Ltd. Goa -Technical Service Consultant,
July 1996 to Oct' 1997**

Brief Role & Credits-

Technical Service, New Product Development, Product Improvement, Customer Training

**Konkan Speciality Poly Products P.Ltd.,Mangalore-Works Manager
November 1995 to May 1996**

Brief Role & Credits-

Plant Management, Production and Operation,

**Marpol Chemicals P.Ltd. Goa-Production Manager,
Nov' 1992 to Nov' 1995**

Brief Role & Credits-

Operation and Production Management, Plant Expansion, Debottlenecking, Process improvement,ISO 9000

**Konkan Synthetic Fibers (Century Enka Ltd.) Maharashtra-Chemical Engineer,
Nov' 1988 to Jun' 1990**

Brief Role & Credits-

Green Field Project management and commissioning , Debottlenecking, Production, Quality improvement and 100% capacity utilization, Downtime Reduction.

BASIC AND ADVANCED QUALIFICTIONS

- ⇒ BE (Chemical) -1988- N.I.T.K/K.R.E.C. Four year full time course completed with First class.
- ⇒ PGDM (Systems & Marketing)-1992-T.A.Pai Management Institute.Two year full time course completed with First Class.
- ⇒ Radiation Safety Professional -2014-Atomic Energy Regulatory Board
- ⇒ Empanelled Independent Director-2022- IICA

MDP-COURSES ATTENDED

@IICA,New Delhi

- ⇒ Business and Human Rights

@IICA,New Delhi

- ⇒ Certification Independent Director

@ BARC, Mumbai

- ⇒ Radiation Safety aspects in Nucleonic Gauges.

@ Mercuri International (Shangai), Malaysia & India.

- ⇒ Sales Productivity Program, Excellence in Solution selling, Negotiation Skills Program

@ Administrative Staff College of India, Hyderabad

⇒ Management of Technology

@ National Institute of Industrial Engg, Mumbai

⇒ Computer based PPC

AWARDS & RECOGNITION

⇒ Star performer award in 2004 @ AKZONOBEL

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MEMBERSHIPS

⇒ Regulatory Representatives and Managers Association Member No. RIF10957

⇒ Indian Institute of Corporate Affairs Regn.No. IDDB-NR-202202-039500

⇒ Ministry of Corporate Affairs DIN- 09784476

⇒ All India Management Association. No. LM-200221306

⇒ The Institution of Engineers (India). Membership no. 131356-2

⇒ Mangalore Productivity Council

⇒ Rutvikvani

BUSINESS VENTURE/ENTREPRENEURSHIP- Green Field Start up-1996 to 2000

Envisaged, set up and commissioned Green field Powder coating plant namely Mahalasa Coaters

INTERESTS-Ongoing

Green Credits, Afforestation, Water Harvesting, Ancient History and Science, Ayurved, Yog

PERSONAL DETAILS

Date of Birth : 26th June 1967

Languages Known : Konkani, Hindi, Kannada, English, Tulu and working knowledge of Marathi

Marital Status : Married

Passport No. : K1711048