

VIVEK TAPURIAH

Dynamic & Dedicated Business Leader with proven expertise in blending creative intellect / insight and sharp planning skills for managing organizations and rendering support in overcoming complex business challenges

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Profile Summary

- ❖ **Dynamic & Dedicated Business Leader** with proven expertise in blending creative intellect / insight and sharp planning skills for managing organizations and rendering support in overcoming complex business challenges & making high stake decisions; proven capability to '**right-size' operations, improve P & L scenario, and administer crucial change initiatives**
- ❖ Enterprising Leader with extensive experience of **17 years in Chemicals & Materials, 5 years in Pharma Channel Marketing (B2C) and 7 years in Nutraceutical Ingredient (B2B)** tracking the effectiveness of same; excellence in developing and implementing innovative **marketing strategies** that increase **product awareness, customer acquisition, penetration and revenue growth**
- ❖ **Fusing entrepreneurial drive & vision** to identify organizational strength/ weaknesses to redirect missions, create new markets & harvest untapped business opportunities; **established business of branded nutraceutical supplements from scratch (Edence Life Sciences)**
- ❖ Worked in Strategy Consulting for over a decade in **San Antonio, Texas, USA as Research & Consulting Manager - Chemical, Materials & Food Ingredient (CMF) Practice**; managed the North American P&L, Research Management, Consulting Management & Business Development of a multi-million dollar group along with analysts, consultants and sales people
- ❖ Visionary professional with skills that reflects **year-on-year success in achieving business growth objectives** and optimizing the entire value chain of business from scratch by identifying organizational strength/ weaknesses to redirect missions, develop AOP & ensure the achievement of targeted top-line & bottom-line profitability; skilled in turning-around & establishing businesses
- ❖ Proven excellence in implementing strategic initiatives for achieving **product leadership**, new product development/ launches, new market entry, business development, SKU profitability and working capital management; identified portfolio and channel choices, product pricing, margin strategy, develop product literature, sales kits, customer call strategy and training
- ❖ Primarily contributed in planning of new product selection process, **new product development (NPD)** and existing portfolio management process. Work closely with R&D and other teams throughout the NPD stage gate process; assessed market and product potential, financials, costs, customers and competition and built clear portfolio strategy
- ❖ **Transformed Supply Chain Management from a mere 'Functional Role' to more of a 'Strategic Role'** by evolving & deploying supply chain management vision, policies, systems & processes, strategies & solutions which led to profitable and sustainable growth; **expertise in Procurement** with record of innovative success in **strategic sourcing**
- ❖ **Established annual budgets for OPEX and Capex**, reviewed actual performance against budget and analyzed variances; monitored various improvement projects for cost reduction, quality improvement and safety; ensured compliance with statutory compliance and reported to Board; possess an innate flair of accepting challenges with skills in formulating budgets, SOPs & policies, systems & processes
- ❖ **Consistent Top Performer** with skills in building high performing teams; expertise in people management, client management and appraisal management; **Innovative & Analytical People Manager**; advised top management on matters including **talent development, performance management, strategic planning, and succession planning**



Core Competencies

Business Planning	Strategic Consulting	New Product Development
Thought Leadership/ Decision-Making	Strategic Alliances & Partnerships	Supply Chain & Operations
People Leadership	P&L / Revenue Growth	Business Turnaround Architect
Brand Management	Sales & Business Development	Start-Up Experience
Budgeting & Development	Product Management & GTM Strategies	Training & Mentoring

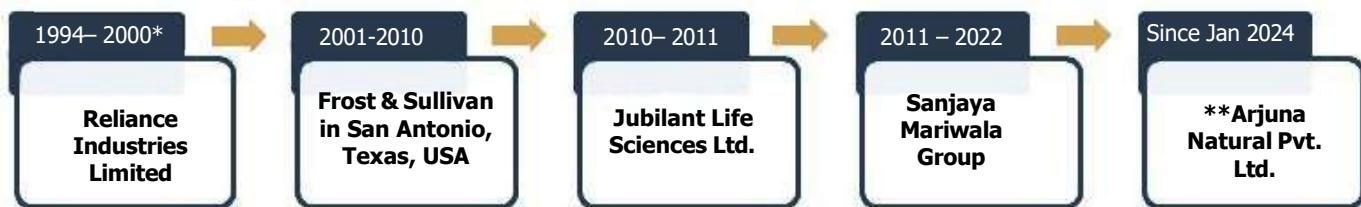


Education

- ❖ Master's in Management Studies (MBA) - Finance, Mumbai University in 1997
- ❖ Bachelor of Engineering (BE) – Chemical, Mumbai University in 1993



Career Timeline



**Jan - Dec 2023 – Natural Remedies Pvt. Ltd. before Arjuna Natural

*1995-97 – Took a break and did my MBA



Notable Accomplishments Across Career

- ❖ Part of leadership team of OmniActive which was instrumental in revenue growth from INR 100 cr to INR 300 cr in 5 years
- ❖ Increased group profitability by over 300% in the first 3 years of leading the CMF practice at Frost & Sullivan
- ❖ Led marketing of INR 700 crore Sanjaya Mariwala Group including Kancor (Food Ingredient) & OmniActive (Nutraceutical Ingredients)
- ❖ Worked as Core member of the team that developed and introduced a new product:
 - Curcuwin at OmniActive. Current revenues around INR 30-40 cr.
 - Rosemary extract at Kancor. Current revenues around INR 25 cr.
 - Adhesive product (Wood to Laminate) at Jubilant. Generated sales of INR 5 crs. in its first year of launch
- ❖ Launched 13 Nutraceutical Products in Edence
- ❖ Led US market entry strategy plan for Kancor Ingredients which Generated a \$3mn topline in the first year of operations
- ❖ Implemented Clarizen - Project Management Software and CRM Software (Zoho) in Sanjaya Mariwala group along with the IT Head
- ❖ Established a New Product Development Process at the Sanjaya Mariwala Group
- ❖ Managed and led complex custom research and business modelling/ strategic development exercises in diverse segments of the CMF industry with multi-billion-dollar companies in the Specialty Chemical, Packaging, Plastics, Materials and Food Ingredient space
- ❖ Personally closed consulting business worth \$1 mn+ each year from 2005-2009
- ❖ Worked with Agri business (SSP) at Jubilant to identify areas of growth to maximize EBIDTA earnings; improved profitability by 25%
- ❖ Primarily contributed in several M&A Due Diligence projects at Jubilant (Dow Chemical PVA Business, Khaitan SSP Business, Chinese Fine Chemical Company)
- ❖ Built Pan India Distribution network from scratch for the Branded Nutraceutical Supplement Business (Edence) and Contract Manufacturing network from scratch for the Branded Nutraceutical Supplement Business
- ❖ At Frost & Sullivan, Texas, USA, I turned around the Chemicals, Materials and Food Ingredient North American practice from a loss of \$245k to post three consecutive years of \$60k, \$245k and \$275k profit by expanding core market segments and establishing new segments, improved operations and enhanced customer orientation
- ❖ Recognised as Youngest member of the Investor relations team at Reliance Industries Limited
- ❖ Executed project on Cost benchmarking of the polyester business against domestic and international competitors resulting in major savings in the Polyester Mfg. Plant



Work Experience

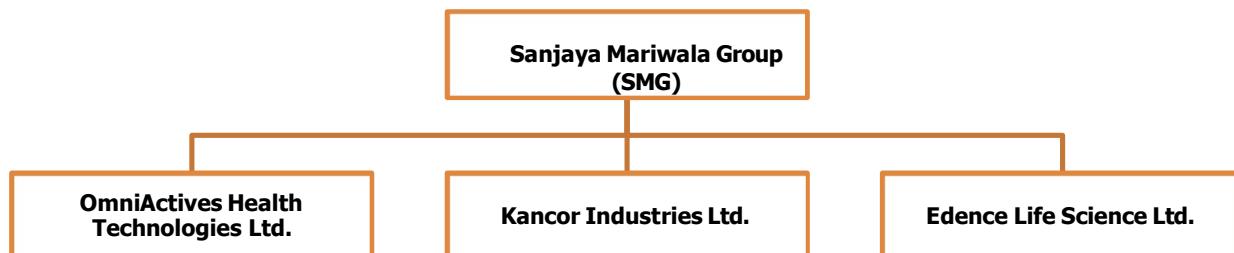
Since Jan 2024 with Arjuna Natural Pvt. Ltd as Chief Commercial Officer

- ❖ Head Global Sales and Marketing at Arjuna Natural which is a leading supplier to several major health and supplement brands in the market of dietary supplements with business in US, EU, ANZ, SEA, Latin America, South Korea, Japan and India.
- ❖ Job includes P&L Management and extensive global travel for business development and exhibiting in Nutra exhibitions like Vitafood EU, Asia & India, Supply Side West US, CPhI etc.
- ❖ Be the principal architect in developing a strong position for Arjuna Natural by achieving accelerated profitable growth and increased geographical coverage against well entrenched competition

Jan 2023 – Dec 2023 with Natural Remedies as the Global Business Head–Human Health Business

- ❖ P&L leader of the Global Business of Nutrition/Herbal Ingredients at Natural Remedies
- ❖ As Head of the Human Health Business Unit, led a cross functional team comprising of Sales & Marketing, Regulatory, RnD, Manufacturing, R&D, Supply chain teams.

Sep 2011 – Aug 2022 with Sanjaya Mariwala Group



Jan 2017 – Oct 2022 with Edence Life Sciences Ltd. (SMG) as Senior VP - Operations & Marketing

- ❖ Successfully launched a branded nutraceutical supplement business by developing products, building a team, establishing Sales teams across India, creating Marketing, Operations, Supply chain, Distribution, Finance and Data Analytics functions.
- ❖ Presently it is a 100 member team with a Pan India presence. The proof of concept has been established and it is ready to be scaled up.
- ❖ Led the Cost side of P&L as a Co P&L Leader along with the CEO.

Sep 2011 - Dec 2016 with Kancor Ingredients Ltd. and OmniActives Health Technologies Ltd. (SMG) as Sr. VP- Marketing

- ❖ Worked closely with Business and Sales teams at Kancor & OmniActive and met potential customers to create business plans for entry into newer regions (US, China, EU) or new products/platforms
- ❖ Exposed to B2B Solution Selling of Food Ingredients (Kancor), Nutritional Ingredients (OmniActive) as well as B2C Sales of Nutraceutical Supplements (Edence) in the Ethical (Doctor), Retail and Online Channels
- ❖ In depth exposure to FSSAI regulations and licensing activities, personally handled filing of dossiers (Product Approval), License applications, Renewals etc.
- ❖ Identified portfolio and channel choices, product pricing, margin strategy, developed product literature, sales kits, customer call strategy and training at the Group level.
- ❖ Implemented strategic initiatives for achieving product leadership, new product development/ launches, new market entry, business development and SKU profitability

Jun 2010 - Sep 2011 with Jubilant Life Sciences Ltd. as the Head of Strategy-Life Sciences and Chemicals

- ❖ Effectively contributed to the strategic planning exercise of various businesses
- ❖ Partnered with 14 business divisions to deliver on the chosen growth strategy
- ❖ Managed key projects for the Chairman and Vice Chairman which involved interaction with Govt. officials and Industry Associations (Indian Chemical Council, FICCI, World Economic Forum)
- ❖ Effectively contributed in M&A deals – valuation targets along with consultants/ investment banks for due diligence / valuation

Feb 2001- Jun 2010 with Frost & Sullivan in San Antonio, Texas, USA as Research & Consulting Manager - Chemical, Materials & Food Ingredient (CMF) Practice

- ❖ Managed the North American P&L, Research Management, Consulting Management & Business Development
- ❖ Managed a multi-million dollar group along with 20 analysts & consultants and 6 sales people based in North America and our Global Innovation Centre (GIC) at Chennai
- ❖ Led complex custom research and business modelling/ strategic development exercises with multi billion-dollar companies like BASF, Evonik, DSM, Dow Chemical, Avery Dennison, Ricoh, Syngenta Biotechnology, Ansell, Sperian, 3M, Cargill, Bunge, DuPont, Henkel, LG Chem., Cytec, UOP, Amcor Packaging in the Specialty Chemical, Packaging, Plastics, Materials and Food Ingredient space

Sep 1997 to Dec 2000 with Reliance Industries Limited as Deputy Manager – Investor Relations & Treasury**May 1994 to Aug 1995 with Reliance Industries Limited as Asst. Mgr. – PFY**

- ❖ Developed strategic reports for senior management (Managing Director, President). Reports included market dynamics, competitive pricing positions, financial analysis, and SWOT analysis of major competitors- Investor Relations
- ❖ Interacted with FII's, Research Analysts, Investment Bankers and established a channel of communication for keeping the financial community regularly apprised of events like acquisitions, financial results, view on the global petrochemical markets - Investor Relations
- ❖ Handled various responsibilities in the areas of Working Capital Management, Funds Management and Trade Finance – Treasury
- ❖ Worked as Shift Engineer in Polyester Plant; responsible to run the plant smoothly while maintaining high quality standards – PFY

Commenced Career With**Aug'93 to May'94 with Vikram Ispat (A unit of Grasim) as Trainee Engineer in their Sponge Iron Unit****Personal Details**

Date of Birth: 22nd Feb, 1970

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