

Gauri Dutt Sharma
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Mechanical engineer, Ideator, Innovation & Startup Mentor, Trainer, Patent Consultant, PG in management with long experience in sales and after-sales, key-account management, Profit Center management for capital goods/heavy-machinery/machine tools and IT-CAD/CAM (Software Hardware), textile & Railway machinery, Material Testing machines

PROFESSIONAL SYNOPSIS

- Patent Agent IN/PA-5829 India Patent Office
- Global key account management with defined goals & team management
- High value Equipment/IT/SW, Instruments, Solution sales, Consultative selling
- Sales & Mktg team/network development & operations management
- Developer and Trainer in Professional Skills
- Market intelligence (keeping track of competitor sales)
- Successful participation in Defence/Railways/Government Tenders, govt RFP/RFQ and liaison
- Networking with CEO level industry leaders and government authorities
- Product Innovation
- High level of user experience on CRM (Siebel & SalesForce)
- Documentation for imports, international sales
- Expertise on Patents (Application and prosecution)

Industrywise experience (years): Automotive Eqpt.: 13yrs ; Machine-Tools: 5yrs ; Industrial Machinery: 7yrs; IT CAD CAM (Software, CNC cutting systems) for Composites & Fashion/Apparel/Textiles : 8+ yrs

Current work

Sept 2023 to Contd.
CONSULTANT (Patents)
Location: DELHI-NCR

RESPONSIBILITIES

- ⇒ Supporting Applicants and Inventors in strengthening inventions before filing for Patents
- ⇒ Supporting industry in evaluation of saleability of granted Patents as movable property
- ⇒ Spreading IPR awareness among educational institutions under NIPAM mission

Recent work (WFH)

An Exporter of Machinery: Sept 2020 to Aug 2023
CONSULTANT (Head Technical)
Location: DELHI-NCR
About Company: an established exporter of machinery of a large variety

And Consultant: IPR

RESPONSIBILITIES

- ⇒ Vetting of techno-commercial proposals wrt buyer's specifications, and advises on quote strategy (WFH)

EMPLOYMENT DETAILS

Recent

Presto Stantest Pvt. Ltd.: July 2014 to Nov 2019

Director Technical

Location: Faridabad/DELHI-NCR

About Presto: manufacturer of material testing machines & laboratory instruments for Quality Assurance QA

RESPONSIBILITIES

- ⇒ Joined as VP. Initially Managed domestic market (North & East India), and overseeing Exports, Business Development
- ⇒ Later held diversified responsibilities with multilocational teams
- ⇒ Target Markets: Test Labs in industries, Service labs, Automotive component Mfrs., F&B, Pharma Mfrs.
- ⇒ CRM (Sales Force) Based Key account management and Key customer relationships
- ⇒ Key Accounts: Honda, Hero Moto Corp, Maruti Suzuki, Coke, Pepsico, Reckitt Benckiser, Motherson
- ⇒ Recruitments
- ⇒ Mentoring of sales and after-sales teams
- ⇒ Product Innovation by solving user reported problems, and "OTB" approach
- ⇒ Managing relationships with Principals/(Overseas Partners: like OLYMPUS, Smart-Vision), sourcing agencies

LECTRA (Indian Subsidiary Of Lectra SA, France): Oct. 2005 to March 2014

Senior Key-Account Manager, Sales

Location: New Delhi

About Lectra: Paris based, NYSE Euronext listed company with revenues of Euro 200 mil., leader in CAD CAM (CNC knife cutting and laser cutting systems for fabrics/technical-textiles) Design Software & PLM solutions, serving industries using soft goods namely, Automotive, Aerospace, Marine, Footwear, and Fashion/Apparel with 1500 employees and presence in more than 100 countries

RESPONSIBILITIES

- ⇒ Managed Sales & Business Development to market segments: Automotive Interiors, Aerospace & Avionics structurals and interiors, Wind Energy Turbine-Blades, Protective Defence Eqpt. **Across India.** Sales to market segments: Fashion/Apparel across North & East India. Sales to all government accounts **Across India. All government accounts & leather application were managed by me across India, for Lectra.**
- ⇒ **Few of the key accounts managed:**
 - Wind Energy:** Suzlon, RRB Energy, Enercon, Vestas, Gamesa, LM Glassfiber,
 - Aerospace:** Tata Advanced materials Ltd., Tata-Boeing JV, HAL, NAL, Taneja Aerospace, ISRO/VSSC
 - Automotive interiors:** Lear Corporation (GM, VW, M&M, Ford), Johnson Controls, Toyota Boshoku, TS Tech (Honda), Krishna Maruti Ltd., Yongsan Automotive, Dymos Lear (Hyundai), Saddles, Stanley, Autoliv, Takata, KSS-Abhishek, Rane-TRW
 - Fashion/Apparel:** Orient Craft, Orient Fashions, Shahi Exports, Modelama Exports, Radnik, Orion Conmerx
 - Defence:** Ordnance Clothing Factories at Shahjehanpur & Avadi, Ordnance Eqpt Factory, Kanpur, ASL Hyderabad
- ⇒ CRM (Siebel) Based Key account management and customer relationships
- ⇒ Presenting ROI Analysis for Value addition to Customer processes

- ⇒ Building detailed commercial proposals single-handed
- ⇒ Managing Software licensing and recurring revenues strategies
- ⇒ Team management (3 Pax), recruitment
- ⇒ Sales were generally based on direct export offers (created by us) from Lectra France to Indian buyers

NOTABLE CREDITS

- ⇒ Developed from scratch and won a large global opportunity deal 628K USD in wind turbine blades CAD-CAM application— (potential 1.5 million USD p.a)
- ⇒ Complete market mapped across territory for targeted applications
- ⇒ Consultative selling using process audit and scientific analysis of customer-needs, compliance to rules
- ⇒ High average price realisations every year
- ⇒ Revived a large Defence unit based installation with substantial recurring annual revenues
- ⇒ Maintained market share at 80 % in Aerospace applications
- ⇒ Won over many competitor accounts (Gerber, Shima-Seiki, Bullmer)
- ⇒ Developed potential opportunities in automotive leather segment for 2014-15
- ⇒ Competitor supplies well tracked and analysed (market intelligence)

TREADWORLD AB April 2005 to July 2005

Head, Business Overseas

Location: Valinge, SWEDEN

About Treadworld: Company into distribution of apparel for Equestrian sports

RESPONSIBILITIES

- ⇒ Managed 4000 Sq Ft warehouse
- ⇒ Team Management with local staff
- ⇒ Compliance to statutory requirements of human resources and employment
- ⇒ Customer relationships with Retailers
- ⇒ Logistics

March 2003 – March 2005

Awaiting better job opportunity, I spent time to design, develop, and supply few special purpose, innovative, customized eqpt. for top companies into two-wheeler: Hero Honda Motor, and Honda motorcycle & scooter India Pvt Ltd., for their assembly lines

NEPTUNE Equipment Pvt. Ltd. Jan 1991 to March 2003

General Manager, North

Location: New Delhi

About Neptune: Mumbai based leader (then) in automotive & Railway service equipment (wheel alignment & balancing, Cleaning, engine diagnosis, emission control, Body repair & painting) with a factory at Ahmedabad and network of offices. Partnerships with global leaders based in Germany, Italy, France & US

RESPONSIBILITIES

- ⇒ Managed complete profit center operations in north India. Team size 46 (multilocational)
- ⇒ Developed & Trained multilocational teams at Jaipur, Lucknow, Chandigarh
- ⇒ Interacted with top official of OEMs in Passenger car, two-wheeler, and commercial vehicle industry
- ⇒ Market segments like Car service, statutory emission control, Railways, mining, heavy earthmovers, defence, and institutional, Research Labs successfully tapped

- ⇒ **Key accounts managed:** Maruti-Suzuki, Honda Siel, Honda Motorcycle, Hero Honda, Tata Motors, and all their main dealerships and service station network in north India., Indian Railways, State Govt., Transport ministries, Pollution control boards, petroleum dealer associations
- ⇒ **Tyre companies** dealt with: Apollo, JK, Bridgestone, Ceat and their dealer network
- ⇒ Managed After-sales, admin, HR/recruitments, and contributed product innovation

NOTABLE CREDITS

- ⇒ 1998: Won Single largest tender contract from a state govt for automotive pollution checking instruments in north India
- ⇒ Maintained rapport with top corporate managers of Maruti-Suzuki, Honda, Army & AF HQ, Rlys.
- ⇒ Boosted sales contribution to company from 15 % to 35 % of national sales in 5 years
- ⇒ Organised Seminars with OEMs and secured Best Exhibitor award for company's booth at Auto-Expo
- ⇒ Deployed winning strategies

Usha Automobile & Engg. Ltd. Oct 1986 to Dec 1990

Divisional Manager, Marketing

Location: New Delhi

About UAEL: Part of Usha Telehoist (UT) group of companies with revenues of INR 1500 mn in relationship with CK Birla group, into manufacture of High Pressure Jetting equipment for industrial cleaning applications in mining, Railways, Defense, Chemicals, Heavy Earth movers, Passenger car & commercial vehicle service (WAP German design)

RESPONSIBILITIES

- ⇒ Managed sales & After sales Across India. Major mkt. segments Mining, Railways, Defence, hospitality, automotive-after-sales, chemical industry. Team size: 3
- ⇒ Publicity/Advertisements in print media
- ⇒ Day-to-day interaction with factory for production based on market forecast
- ⇒ Application oriented product demonstrations to establish value addition
- ⇒ Attended several 3rd party inspections and audit by RITES, DGS&D,..

Batliboi & Co. Ltd. July 1981 to Sept 1986

Sales Engineer (picked from campus)

Locations: Mumbai, New Delhi, and Jaipur

About Batliboi: Mumbai based BSE listed leader (then) into Industrial machinery like machine-tools, agricultural pumps, textile related eqpt., and air-conditioning projects with revenues of INR 20 bn.

RESPONSIBILITIES

- ⇒ Sales of **Mysore-KIRLOSKAR, Batliboi and other brand** machine tools to industries, Hegenshidt underfloor wheel lathes to Railways. TOS/MAS Boring Machines
- ⇒ Managed key accounts: Hindustan Zinc, Hindustan Copper, NEI Ltd. BHEL, Western Rly...
- ⇒ Institutional selling including educational sector grants market
- ⇒ Customer relationships
- ⇒ Trading process documentation

NOTABLE CREDITS

- ⇒ Boosted sales 700% in 3 years
- ⇒ Tapped mining segment particularly in government sector

VOLUNTARY Initiatives:
Current (not an employment)

Regional Mentor of Change (Pro Bono) @ ATAL INNOVATION MISSION

NITI Aayog (since 2018)

Location: New delhi

About AIM: Govt. of India's ambitious Social program to encourage innovative thinking at Schools

About NITI Aayog: Govt of India's Apex National Planning body

RESPONSIBILITIES

- ⇒ Mentoring of Atal Tinkering Labs in Schools and associated communities
- ⇒ Encouraging students to stimulate innovative thinking and move towards entrepreneurship
- ⇒ Guiding students to overcome hurdles in development of their projects including patenting
- ⇒ Helping other mentors in accomplishing their goals by managing a team of 100+ mentors in Delhi area
- ⇒ Handholding of Startups

Mentor @ STARTUP INDIA

Deptt. For Promotion of Industry & Internal trade, Govt of India

Location: New delhi

About STARTUP India: Govt. of India's flagship initiative intended to catalise startup culture and build a stron inclusive ecosystem for innovation & entrepreneurship

RESPONSIBILITIES

- ⇒ Mentoring of Startups
- ⇒ Advise on IPR

IP Trainer @ NIPAM

National IP Awareness Mission, Patent office, Govt of India

Location: New delhi

NIPAM Objective: To contribute towards building an Self-Reliant India by participating in Government of India's initiative 'Azadi Ka Amrit Mahotsav', and thereby under this Mission generating IP awareness among one million students across the country

RESPONSIBILITIES

- ⇒ Conducting NIPAM presentation at schools and universities online and offline
- ⇒ Answering queries of students and faculties

TRAININGS & Certifications

1978 to 1981 in phases: Hindustan Brown Boveri Ltd. (now ABB Ltd.), Vadodara

During the third year of Engg. Degree course, I was selected by HBB, Baroda, among three students for paid sandwich training (within university program) of eleven months duration at their factory, leading to the award of B.Tech. degree, exclusively.

1981-2: Machine tools trg at Batliboi-Udhna and Mysore Kirloskar Harihar & Hubli plants

1998: Alfred Karcher GmbH & Co. Winnenden, Germany: Cleaning systems technology

1999: Small Industries Service Institute (Govt. Of India): Short course in **export documentation**

2008: Lectra, Bangalore: **CAD CAM solutions selling** skills by "Achieve Global"

