

NITIN SENTHIL KUMAR

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Summary: Result Oriented Professional with **3+ years of experience in Product management and Business development**, willing to work on challenging mandates and critical tasks which offer potential growth and development through spirit of teamwork. I'll be able help your organization make greater profits through better market analytics.

EDUCATION

University of the People, California, US. **2020 - Present**
Masters in Business administration | GPA – 3.84/4
Continuous Professional Development (DEAC accredited Online University)

Vellore Institute of Technology, Vellore, India. **2014 - 2018**
Bachelors in Mechanical engineering | CGPA – 7.81/10

WORK EXPERIENCE

Dhanalakshmi Industries (OEMs of oilseed processing machinery since 1958) **Salem, India**
Product and Business Development Manager *Mar 2020 – Present*

- Devised a penetrative pricing strategy that resulted in **generating a sales revenue of INR 93 lakhs**.
- **Achieved a turnover of INR 30 lakhs** by introducing 7 new products supported by market study, demand analysis, benchmarking and reverse engineering.
- Benchmarked & implemented competitive strategies based on market condition by conducting primary & secondary research and **Improved the CCR by 165% & sustained CRR by 95%**.
- **Enhanced work efficiency up to 150%** by drafting & Implementation of KPI for production, sales and service team.
- Oversaw product lifecycle management and **reengineered 3 products by integrating 11 new features**.
- Managing end to end Development of traditional and digital marketing materials for product promotion and sales.

Skills Learnt: Office 365, Adobe Creative Suite, Zoho CRM, Google ads, Facebook ads, Zapier, SEO, Email marketing, Website designing (HTML and Wordpress).

Dhanalakshmi Industries **Salem, India**
Design and Operations Engineer *Sept 2018 – Feb 2020*

- Controlled Designing & manufacturing of 6 turnkey projects and 9 heavy machinery.
- Designed and Implemented process automation using material handling systems and **reduced 85% of the manpower**.
- Resulted in **achieving 10% reduction in raw material wastage and 12.5% increase in production efficiency** by optimizing the machine design.
- Leveraged raw material procurement, workforce management, production management, process management and outsourcing activities and **reduced manufacturing lead time by 55%**.
- Coordinated DFM & DFA activities and conducted DFMEA which resulted in optimizing 8 product failure risk by **reducing an average replacement cost of about 12,000 per machine**.

Skills Learnt: SOLIDWORKS, IRONCAD, Fusion 360, AUTOCAD, ANSYS, GD&T, GANTT chart (Excel).

Leadership & Activity

Rethink passion (A Non-profit startup focused on nurturing rural talents since 2018) **Bangalore, India**
Marketing Partner and Trainer *Apr 2018 – Present*

- Headed marketing team and successfully **organized 6 technical events training 300+ rural students**.
- **Established Partnership with 40+ working professionals** in the corporate and startup sector for mentorship and training.
- Conducted marketing campaigns and outreach events across tier-2 and tier-3 educational institutions.
- **Trained 200+ rural students** in areas such as product design & development, additive manufacturing, market research analysis, graphic designing. Photography and digital marketing.

Certifications, Languages & Interests

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- Certifications: Digital marketing internship training program certification from Digital Deepak.
 - Languages: Bilingual Proficiency In English & Tamil, Elementary Proficiency in Hindi, Telugu & German.
 - Interest: Strategy & Operations, Resourcing, Teaching, Photography, Dance, Bodybuilding, Travelling and Graphic designing.