



## **EKAAGRA: CREDENTIALS OF PERSONNEL**

### **T. SRIHARI**

**Specializes in:** Training and consulting in Sales and Marketing. Life Skills. Coaching and Mentoring services

#### **BRIEF PROFILE AND CERTIFICATIONS**

1. B.com (Economics) Bangalore University, Management Education Porigram (MEP) from IIM Ahmedabad in 1996
2. 22 years with Hindustan Unilever Ltd, across profit centers and business, 5 years as head of sales for "Reynolds" brand of writing instruments. 2 years as Executive Director at B Naturals Pvt Ltd, and 5 years as Director at SIP Academy India Pvt Ltd.
3. Co- founded "EMPOWERZ" consulting organization.
4. Attended various inhouse leadership and business courses within HUL

#### **TRAINING: RECEIVED AND DELIVERED**

Received:

- i. "Managerial Effectiveness" HUL Gulita – 1987
- ii. "Leadership development Program" HUL (Pragati Institute – Pune) 1992
- iii. Finance for Non finance managers – 2001.
- iv. Applied leadership – "Ushus" Bangalore - 2005
- v. "UP Your Service" – Ron Kaufman 2017

Delivered:

1. Life skill workshops – in over 14 organizations.
2. Sales management Workshops – fundamentals – Wipro, Ruchi soya, Hindustan Latex, Axo Nobel, 3 M and JTC are a few of the 18 plus organizations..
3. Workshop on " Vision development" – Asianet – Cable & Network division , Nagarjuna.
4. Transcending Cultural Barriers - Entertainment Art – Hyderabad.
5. Business development workshops – Axis bank, CSB , SMGB,. SCB
6. Enhancing Customer Service – Medal.

#### **PROJECTS EXECUTED AND MENTORED**

1. Integrated the sales system & processes in South as RSM for HUL, across 4 different businesses post acquisition HUL foods, Kissan, Best Foods and Pop Foods – 2001.
2. Doubled turnover and trebled bottom line in the Bakery Fats business (A division of HUL) between 1998 and 2001.
3. Increased retail coverage from < 1 lac outlets to over 4 lac direct outlets at GM Pens, reduced the wholesale contributions leading to improved margins. Was also involved in the development of alternative channels – vending machines and branded retail outlets – writesite.. Was also part of the think tank that made Sachin Tendulkar the brand ambassador for " Reynolds" brand which led to rapid growth of the brand after it was relegated to second place for over 5 years.
4. Jointly developed the "finishing school" product- Positive Edge at Empowerz, and executed them in over 6 colleges and over 4000 students for improved placements.
5. Turned around a loss making " B Natural" brand of Juices to break-even levels and championed the sale of the brand to ITC Ltd – 2014
6. As Director at SIP Academy India Pvt Ltd, assisted the Managing Director in growing the volume and value of the SIP abacus business at a compounded growth rate of 18 % between 2014 and 2019.