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Executive Biography

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He has delivered higher growth (18% CAGR) & profitability in big companies of repute faster than industry & competition. He has experience in managing P&L & reporting to Board. A talented & flexible leader with 19+ years of experience in multicultural environments in India, China, Asia & has global business exposures. He is an engineer (B.Tech) with management (EPGDM) qualification.

His flexibility in 'adapting to change quickly into corporate priorities anticipating future trends of business' & 'deep care for team members' success' while stay committed to business has been few of his key success factors. This ability to lift his team members to optimal performance is evident by the fact that more than 7 of his direct reports (read colleagues) have been elevated to senior leadership roles.

He started his carrier in 2001 with Tata Steel Group (Tata Refractories Ltd) in operation, HR then moved to mktg & sales. During his early days his exposure to interact with large supplier-partners of Tata Steel has made him realise the concept of "solution selling" far more powerful than product selling. He influenced the major customers to convert their buying philosophy into solution selling with mutual gain. With the success of business growth, he became Chief Manager (Mktg & sales) in 2005, responsible for overall India & globe. He anticipated growth opportunity in market & convinced the management to operate with Business groups instead of functional roles. This has led him to become Business Group Head for 2 of the major operational units, Basic & Dolomite, having revenue of INR 350 Cr (\$ 54 million) with all lines reporting.

As a Business group head, he investigated aspects like optimal resource utilization, line balancing, introduction of newer supplier partners & a suitable offer to market has helped increase the profitability of the business group. The major capex drive for Basic & Dolomite enabled to grow & increase profitability. This has been instrumental in getting AA+ credit rating from International credit rating agency, ICRA. The focus was on to create new geographies, new markets & new product launch for up tapped markets. The growth continued & he became the profit centre head in 2007 while continue to head the mktg & sales division.

He convinced the management to go for starting a new manufacturing unit in china for proximity to raw material sources. He was driving the project for TRL China for demand generation, establish logistic & supply chain, dealing Government official, stock points to serve & trading points. In 2008 he was selected as "emerging leaders of Tata Group" & has been provided special leadership training & grooming at Tata Management training centre.

During his tenure as General Manager, Tata Steel sold majority stake to Nippon steel's arm Krosaki Harima when the company became TRL Krosaki Refractories in 2011 where he was additionally responsible for "synergy" activities between both the companies. He became Vice President (Marketing & Sales) in 2013. The revenue & profitability of the organisation was about to be stagnant at Rs 1000 Cr (\$ 154 million) & at 10% EBIDTA where he lead to start up 3 more manufacturing units with franchisee model, before he moved into the role of President & CEO-TRL China in 2014 the revenue increased to INR 1280 Cr (\$ 200 million approx.). He was responsible for P&L with reporting to Board.

In Lhoist as a Director of Commercial & Business Development (Functioning as CEO-Indian regions) the business grew from a 3000 T (2014) to a market demand of 1, 00,000 T (2018) through various strategic & tactical (commercial) initiatives taken. The Lhoist group started in 2005 in India with an aim to become leader in ASIA to continue to claim their world no 1 position. Having had negligible ROI, the group decided to invest in Malaysia, Vietnam, and Oman etc. Post the above turnaround & with a clear visibility the group is now actively studying India prospects. He was responsible for P & L of Lhoist India & he was actively dealing with mining partners, senior to very senior state / central government officials etc. Safety, health, environment & IR have remained one of his priority areas. He is known for his strong ethical value systems & integrity.

He co-founded RoyCorp with a desire to show case "value addition" in chemical production insitu at customer's place. In his current function in RHI Magnesita, he is leading the strategy function, special projects, Integrated Busines planning for the region India, west Asia & Africa & also responsible for sales within India. He started revenue generation from new areas like foundry, minerals business etc.

He has completed '**Exercising Leadership Foundational Course** from **HARVARDX** (Online course of HARVARD Univ) along with several leadership courses from LinkedIn learning. 'Most Talented CMO of India' was one of the prestigious awards he got. He has published papers in Indian Academy of Science" many articles in CII-BCG, in world class magazines like REFWIN etc. He has extensively worked with consultants like, BCG, Deloitte, Renoir, KPMG, PWC, TOC etc. He became certified 'Patent Specialist & IPR management' & assessor in 'Tata Business Excellence Model'. Life member of Indian Institute of Metals, Indian Ceramic Society & has a Director Identification No (DIN) in Ministry of Corporate Affairs. He has been a district level cricket player from one district in India. His hobbies are experimental cooking, solving puzzles, studying & practicing palmistry.

He is currently based in Mumbai with his family (spouse & 2 school going boys).