

NITIN SENTHIL KUMAR

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Summary: Accomplished professional with a track record of over 5 years in Product and Business operations Management, dedicated to driving excellence and innovation. Proven ability to deliver measurable results through an entrepreneurial mindset and a passion for continuous learning. Skilled in fostering team dynamics and catalyzing organizational development to optimize efficiency and profitability.

EDUCATION

University of the People, Distance education in Pasadena, California, US. **2020 - 2023**
Masters in Business Administration | GPA – 3.63/4

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

WORK EXPERIENCE

Dhanalakshmi Industries **Salem, India**
Product and Business operations Manager *Sept 2018 – Aug 2023*

- Controlled designing & manufacturing of **12 oil extraction machinery**.
- Planned and implemented process automation using material handling systems and **reduced 85% of the manpower**.
- Perfected the machine design & optimized other overheads which resulted in a **10% reduction in raw material wastage, 12.5% increase in oil extraction efficiency and a 55% reduction in manufacturing lead time**.
- Coordinated Design for manufacturing & Assembly (DFM&DFA) and conducted Design failure mode and effect analysis (DFMEA) which resulted in optimizing 3 failure risk by **reducing an average replacement cost of about 12,000 per machine**.
- Identified areas of process enhancement and optimization in oil extraction machinery and **integrated 3 features** to improve overall production efficiency.
- Evaluated product lifecycle and **reengineered 3 products by integrating 11 new features**.
- **Achieved a turnover of INR 30 lakhs** by introducing **7 new products** supported by market study, demand analysis, benchmarking and reverse engineering.
- Managed technical operations from conception to completion of **3 turnkey projects**, ensuring timely, budget-compliant, and high-quality project completion.
- Lead design, manufacturing, site erection and service team with a total manpower count of **35 people for 9 projects**, facilitating seamless project execution.
- **Enhanced work efficiency by 1.5 times** by drafting & Implementing KPIs for production, sales and service team.
- Acted as via media between stakeholders, fostering effective communication and ensuring all parties were aligned toward common goals.
- Established relationship with multiple overseas business prospects, negotiated and closed a deal for **\$45000**.
- Implemented competitive sales strategies based on market condition by conducting primary & secondary research and **Improved the customer conversion Rate by 165% & Retained 95% of the clients**.
- Handled end to end development of traditional and digital marketing materials for product promotion and sales.

Skills Learnt: SOLIDWORKS, CATIA, Nx CAD, Fusion 360, AUTOCAD, ANSYS, GD&T, GANTT chart (Excel), Office 365, Adobe Creative Suite, Google ads, Facebook ads, Zapier, SEO, Email marketing, Website designing (HTML and Wordpress), Design thinking, Project planning, Resource management, Risk management, Budgeting, Quality control, Decision making, Task prioritizing, Strategic thinking, Effective communication, Coordination and Team Collaboration

Leadership & Activity

Rethink passion (Ed-tech startup) **Bangalore, India**
Marketing Partner and Trainer *Apr 2018 – Sept 2018*

- 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, Fitness and Digital freelancing.