



Shivendu Nadkarni

Transforming Businesses & Leading Teams across Asia-Africa for ~25 years

Shivendu is a seasoned CPG industry veteran with a successful track record of business leadership & organizational development. He is an experienced practitioner with breadth and depth across business strategy & operations, financial management, and multi-cultural organization leadership.

Shivendu is currently on a sabbatical & is 'giving back' his experience as an adjunct professor, as hands-on coach/mentor to a select few start-ups/SMEs & researching *Ikigai*. His areas of expertise/passion include Business Strategy, International Business, Entrepreneurship/*Intrapreneurship*, Brand Building & Marketing, Multi-dimensional Innovation and Multi-Cultural Effectiveness.

Shivendu's span of experience covers a multitude of markets across Asia-Africa, multiple CPG categories across food & household care goods, variety of retail channels & route-to-market models, various supply-chain models, full breath of commercial functions, matrixed organization structures & international eco-systems.

In his latest role, Shivendu was Vice-President of the Kellogg's Snacks business across the Asia-Africa region. He oversaw doubling of the business with a sustained 6-year phase of growth acceleration & margin expansion after the successful Asia/Africa-wide integration of Pringles into Kellogg's. He also led localization of the Pringles supply chain into Asia, expansion of Kellogg's Snacks brand portfolio into the Wholesome Snacks and building impulse Snacks route-to-market & innovation capability across the region in key markets.

Before Kellogg's, Shivendu built a very successful 15+year career with Procter & Gamble (P&G) spanning multiple markets, categories & functions across Asia. In his last role, he was Commercial Director of P&G Asia's Snacks & Pet Care businesses where he led turnaround of the Pringles & Iams/Eukanuba brands & businesses. Prior to that as Marketing Manager of P&G India's Laundry & Health

Care businesses, he led the growth acceleration of the Ariel, Tide & Vicks brands & businesses.

Nearly a decade of Shivendu's early career was spent in Japan across P&G's Household Care businesses. His key achievements were (a) the successful launch of the Lenor brand into Fabric Softeners category – a challenger brand entry into a discretionary category with entrenched incumbents & no prior successful model anywhere in the world; (b) building P&G's share of Laundry Detergents from a distant #3 to an entrenched #2 over 5-years by expanding the brand portfolio with Bold, repositioning the Ariel brand & driving strategic conversion of the detergent category from powders to liquids.

Over his career at P&G and Kellogg's, Shivendu also led creation of multiple strategic & organizational capabilities & continually invested in building multiple generations of teams & talent across APAC. His key legacies include capabilities in Marketing/Commercial Rol in P&G North-East Asia, Demand Forecasting models across categories/markets, Digital Marketing in early years of social media, Multi-brand Rural-Marketing programs in India, Driving macro-trends & meta-analyses into category & portfolio strategy. Shivendu is also a certified 'Influence' coach for the Positive Power & Influence franchise.

Shivendu is a graduate from the Birla Institute of Technology & Sciences (BITS), Pilani in India with an MSc (Tech.) degree; after which he completed his MBA from the Indian Institute of Management (IIM), Calcutta with specialization in Strategy & Marketing.

Shivendu & his family have lived in Singapore for nearly a decade. His wife Bharathi is CIO, Asia Pacific for Coca-Cola & their daughter Naomika - for whom Shivendu proudly took 6-months 'Paternity Leave' when she was born in Japan – will soon be a high-schooler. Shivendu speaks Japanese along with 3 other Indian languages (Hindi, Tamil & Marathi) and is now learning Mandarin. Shivendu loves travelling & cricket and is trying his hand at playing tennis & the piano.