

PRATEEK JAIN

Business Leader | Brand Development | Business Collaborations | Sales & Marketing | Supply Chain | Procurement
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PROFILE SUMMARY

As a highly experienced and successful senior executive with over 25 years of experience in the consumer goods and pharmaceutical industries, I have a proven track record of delivering impressive results through my expertise in business development, brand building, P&L management, supply chain, and procurement. My success includes turning around underperforming brands and expanding business from 12 to 34 countries, doubling the P&L, designing the core commercial cycle leading to S&OP, certifying Black Belts and Master Black Belts for their efficiency improvement ventures, developing Sustainable patented technologies for Nutrition and creating programs for nurturing partnerships for long term and creating and sponsoring Sustainability roadmaps for companies I worked for.

In addition to my commercial experience, I am a highly experienced Supply Chain, Procurement, and Manufacturing professional with a track record of leading business expansions and delivering efficiencies in cost, service, and supplier relationships. I have a skill for translating business strategies into operational tactics and consistently achieving targets, considering business priorities. My ability to identify opportunities for process improvements and optimize customer service, cost, and cash make me well-suited for an organization seeking aggressive growth.

I am a proactive and results-driven leader who can make a positive impact on an organization. I'm excited to bring my knowledge and experience to the next stage of my career. I am confident that I can help create a culture of teamwork and growth for the organization.

CORE COMPETENCIES

Business Development

- Proven track record for growing and developing Brands and Business in the new markets & channels
- Strong experience in developing end-to-end brand strategy and turning around market shares in favor of the brand
- Experienced in opening new markets and penetrating new channels with Regulatory compliance
- Proficient in establishing partnerships and collaborations with Government Agencies, Ministries (eg Ministry of Health, HPB Singapore, MOH Malaysia) and trade associations for mutual benefits to serve the patients /consumers
- Expertise in launching new products with regulatory, medical, legal, and R&D considerations

P&L Management

- Extensive experience in top-line and bottom-line delivery
- Proven track record in geographic and multi-country P&L management and expansion
- Adept in making long-term sustainable investments for brand development and positive ROAs

Brand Building & Sales Strategy

- Established brands with purpose and a direct connection to consumers through various modes of education, scientific credentials, and benefit reiterations
- Led the turnaround of nutrition business, delivering **2X P&L** and gained substantial market share in major markets
- Expanded nutrition business **footprint to 3X** (12 to 34 countries) across various international markets
- Achieved rapid turnaround of innovations, introduced **10+ consumer centric innovations** across the markets
- Improved VMS business to 2X P&L
- Strong experience in establishing and strategizing HCP marketing for brand growth
- Proficient in channel development, cross-brand partnerships, and driving distribution effectiveness

Leadership

- Passionate about instilling a culture that promotes teamwork and connectedness, enabling people development and growth of individuals professionally
- Tenacity for successfully developing, mentoring, and managing high-performing teams
- Experienced with **M&A Due Diligence** and **Organization designs** through heavy involvement in Novartis GSK merger, Nutrition transition from GSK to Unilever and projects in my career.
- Skilled at managing P&L, overheads, and gross profits while establishing business KPIs and credentials
- Led the **establishment of a new nutrition business unit** within Unilever International, including defining brand strategy, business development initiatives, and marketing and sales associations
- Been the **Global Head of Supply Chain** for NDH category, responsible for delivering sustainable FMCH growth through new product introductions, network optimization, new business acquisitions, product sourcing, in-licensing, and introduction of new *Sustainable* technologies

End-to-End Supply Chain Management

- Experienced in managing end-to-end value chain, S&OP, replenishment planning, forecasting, warehousing, customer service, and logistics

- Co-designed the **Core Commercial Cycle** for GSK, to integrate financial planning, S&OP, demand & supply planning
- Led **make vs buy strategy** for global sourcing: internal vs external manufacturing
- Led network decisions and **Capex investments** for internal and external sites
- Executed a **continuous improvement program** for all supply chain functions
- Implemented and maintained planning process for the Supply Chain in coordination with FP&A with high degree of accuracy and **optimized management's decision-making capabilities** using forward-looking budget projection tools

Procurement

- Proficient in sourcing products, services, and components at the most efficient costs for the business
- Adept in outsourced manufacturing, quality assurance, in-licensing, and partnerships
- Led more than **63% of the total supplies** for GSK Consumer APAC/MEA/Latina
- Achieved **more than 60% localization** of sourcing for the region in a span of 4 years optimizing the total costs
- Created **SRM model** for contract manufacturing and procurement to deliver Y-O-Y negative inflation and strategically managing suppliers in a differentiated manner
- Institutionalized an **integrated approach to supplier relationship management** for 3rd party operations, exceeding financial and supply chain KPI targets for 4 consecutive years and maintaining costs in 2018 that were 1.3% lower than 2015 actuals

Manufacturing & Technology Development

- Accomplished new technology development & forged partnerships for efficiencies and sustainability
- Experienced in end-to-end concept to shelf launch of innovations
- Led development of **Sustainable patented extrusion technology** for the manufacture of Horlicks, resulting in drastic reduction in power consumption, water usage, manpower, factory footprint, and manufacturing lead times

Lean Manufacturing, Six Sigma, DFSS Master Trainer

- **Master Trainer for GSK** – designed & taught MBB Six Sigma courses & Certified BBs & MBBs
- Delivered Projects across Pharma & Consumer, developed SC & manufacturing models for GSK

SKILLS HIGHLIGHTS

- Business development
- P&L management
- Financial budgeting and planning
- Marketing and sales strategy development
- Brand building and growth
- Industry and market knowledge
- Regulatory compliance
- Supply chain and procurement management
- Manufacturing and network strategy
- Team leadership and mentorship
- Sustainable Technology Development
- Establish and maintain partnerships and collaborations
- Strong communication & presentation skills

PROFESSIONAL EXPERIENCE

Principal Consultant – EvolveWithUsNow, Singapore	Jan 2023 – Present
Head of Nutrition and H&W Business – International Markets, Unilever, Singapore	May 2021 – Dec 2022
Business Unit Head, Nutrition – International Markets, Unilever, Singapore	Apr 2020 – Apr 2021
Head Global Supply Chain & Manufacturing – Category Nutrition, VMS, Digestive Health GSK, Singapore	Mar 2018 – Mar 2020
Head Contract Manufacturing Operations (OTC) – APAC, Middle East, Africa & Latam GSK, Singapore	Sep 2014 – Feb 2018
Head Supply E2E Value Chain Planning - Indian Sub-Continent – GSK, India	Jun 2013 - Aug 2014
Head of Regional Supply & Contract Manufacturing – APAC, GSK, Malaysia	Apr 2010 – Jun 2013
Other stints with GSK included Procurement, Master Black Belt, Master Trainer for Lean Six Sigma, Supply chain roles, 1997 onwards.	

HONORARIUM

Chairman Supply Chain Committee European Chamber of Commerce, Singapore	Aug 2019 – Dec 2022
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