



STRATEGIES FOR GROWTH

V.N. Bhattacharya
Management Consultant

V.N. Bhattacharya - Profile

Mr. Bhattacharya works with senior management teams to help businesses grow rapidly and profitably in a sustained manner. As an independent management consultant on strategy he advises companies on how to make businesses competitive. With his assistance they make their products and services more attractive to customers and achieve leadership.

Besides consulting, he trains managers to develop strategic thinking and leadership capabilities. He conducts open and custom management development programmes for senior and top managers.

CAREER

Mr. Bhattacharya started his career in Hindustan Lever Ltd. (now Hindustan Unilever Ltd., the Indian subsidiary of Unilever Plc) as a management trainee. He executed national responsibilities in sales, marketing and customer service in other firms. He worked as the Chief Executive of BPL Telecom Ltd. – a telecom engineering manufacturing and networking company – before setting up his consulting practice.

He has worked in leading MNC, international and Indian companies and held senior management and CEO positions. For his companies, he built strong alliances with world majors: NEC, Scientific Atlanta, Mannesman, and Carl Schenck among others. His work in diverse industries - FMCG, packaging, paints, capital equipment, hospitality, automobiles and telecommunications - has given him rare breadth of perspective and world view.

He teaches strategy in Mudra Institute of Communication Ahmedabad (MICA) – a premier business school in India with focus on communication and marketing. He is a guest faculty in Indian Institute of Management (IIM), Bangalore – one of top three Indian business schools. He writes regularly on management and is a sought after speaker. He has addressed large audiences and conducted workshops for Confederation of Indian Industry (CII), and management associations of Bangalore (BMA), Madras (MMA) and Hyderabad (HMA).

An alumnus of Indian Institute of Technology (IIT) Kanpur and Indian Institute of Management (IIM) Calcutta, he is a seasoned business leader with over thirty years' experience in diverse industries and markets in India and abroad. He has hands-on experience of turning around loss-making businesses, revitalising old ones and creating new streams of revenue. He combines excellent conceptual skills with strong focus on execution.

EXPERTISE

- ❖ Strategies for creating and sustaining competitive advantage.
- ❖ Strategic marketing, especially segmentation, targeting and positioning.
- ❖ Execution of business and marketing strategies.
- ❖ Strategic leadership.

SERVICES

Mr. Bhattacharya brings a unique and potent blend of rich experience, deep insight and conceptual skills to help businesses from all sectors achieve growth and superior profitability.

CONSULTING

He guides firms to formulate their strategies for competitiveness. He helps them leverage their insights sharpened by the use of tools, models and conceptual frameworks. His clients are able to select and target appropriate customer segments and position the firm distinctively in their markets. He assists senior managers to develop operational strategies that are aligned to business goals and competitive strategy. His vast experience and consulting methodology enable clients to build capabilities for future growth and flawless execution.

He works closely with the leadership team to help them in execution. He facilitates managers to develop programmes and action plans. Project teams are assigned goals, resources and responsibilities. Working with the teams, he guides them to develop capabilities and proceed with speed and watchfulness. He assists them to measure performance of initiatives, review progress and course correct.

He is available to CEOs as a sounding board for the strategy of the firm. Having been architects of the process, an objective review of the firm's strategy is usually difficult for operating managers. Inability to spot weaknesses and inconsistencies can be fraught with grave risk. His wide experience and strong academic leanings give him the unique ability to help the CEO improve existing strategies.

MENTORING

Mr. Bhattacharya guides managers to improve their strategic thinking and performance. He provides the theoretical frameworks and teaches how to apply them to business problems. He trains them to spot weaknesses and flaws in their strategies and action plans. With his advice they are able to understand their strengths and weaknesses as leaders and strategists.

He introduces them to new concepts that foster insight. He helps them uncover dormant knowledge of their businesses and use them in strategy formulation. His coaching improves their ability to search effectively for opportunities and solutions to business problems. Superior performance of key executives and retentions of valuable talent is an outcome of his coaching.

He mentors senior managers in cognitive (how to think) aspects of entrepreneurial leadership and strategic thinking. He helps clients develop policies that enable leadership development. Deeper ranks of leadership help firms steer into the future with greater assurance and success.

LEARNING

Mr. Bhattacharya conducts open house and custom management development programmes for companies in the areas of strategy, entrepreneurial leadership, sales and marketing.

He lays emphasis on conceptual frameworks to create insight and nurture strategic thinking. His extensive hands-on experience enlivens ideas through apt industry examples, exercises and case studies, some of his own authorship.

Over a thousand senior managers from several hundred companies all over India and abroad have attended Mr. Bhattacharya's programmes. A synopsis of his management development programmes, more information on his work and clients is available on his website <http://www.vnbhattacharya.com>.

What People Say

“Congratulations on a great session on strategy.”

N. Srinivasan, Director General, Confederation of Indian Industry.

“A complex and difficult subject on game theory brought out crisply in one day capsule.”

M. Kurlanathan, Controller – Staples, Foodworld Supermarkets Ltd..

“The importance of bringing rigorous discipline into thinking came thro’ very clearly. Hugely beneficial.”

Ram Bajekal, Former Director & CEO, Parry Agro Industries Ltd.

“Excellent way of nailing theory and practice.”

Jakob Andersen, Trade Commissioner, Trade Commission of Denmark, New Zealand.

“The fine interplay between theoretical models and our business (has) given us a framework for creating strategy and a basis for continually improving on how we create and implement strategies.”

Hari Padmanabhan, Deputy Managing Director, 3-I Infotech Ltd.

“The concepts and examples to explain them would help in taking holistic view of real life business challenges, anticipating reactionsand taking a better decision.”

Rajiv Sabharwal, Chief Operating Officer, ICICI Home Finance Co. Ltd.

“This programme has made my role in the organisation even more interesting and challenging, by helping me ponder ever deeper into tactics of strategic selling through objective evaluation of the methodology.”

Mohan R., General Manager, Asian Paints (South Pacific) Ltd., Suva, Fiji.

“Highly relevant to the strategic plan I am preparing for Wipro’s largest worldwide account. I now can use the Value Net in improving and refining my ideas with my team.”

Robert Samwell, Client Engagement Manager, Wipro Technologies Ltd., UK.

“The session on expanding the business was very enjoyable and an eye opener.”

N. Ananthaseshan, General Manager – EMD, Carborundum Universal Ltd.

“It is the clarity you brought into a large and complex project.”

Sanjeev Kumar, Head – Partnership Programme, 3i Infotech Ltd., Europe Middle East & Africa.

“...a workable framework to develop a practical strategy for growth for our organisation.”

Jyoti Sahai, Strategic Advisor, Integra Micro Systems Pvt. Ltd.

“The programme illustrated clearly through crisp examples and case studies how careful definition of business and careful thinking about fundamental questions can provide answers that have substantial impact on business direction and growth.”

P Jayakumar, Project Manager, Sasken Communication Technologies Ltd.

“A good reminder that one must focus on one’s capability rather than jump at the first opportunity.”

Thierry Cros, Managing Director, Seco Tools India Pvt. Ltd.

“The repeated emphasis on what creates value cannot be underestimated. It’s the acid test of action and competitive strategy that we often gloss over.”

Mohan Menon, Member – Governing Council, Chennai Business School.

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