

VINOD SHARMA

Age: 45 Years, Management & Business Experience: 25 Years

Education & Training

Qualification: Hotel Management & Catering Technology (Dip.) from the Institute of Hotel Management & catering Technology, Dadar, Bombay - batch of 1985

Training:

- CBI – TtT : qualifies as a MASTER TRAINER after intensive training by CBI, Netherlands for facilitating trade between Europe and developing countries (2003-04)
- CBI - ECP : trained as a business leader towards development and implementation of an export strategy for entry into EU markets (2002)
- Management Trainee : ITDC – Intensive institutional & in-hotel understudy programme – 2 years (1985-87)

Invited Faculty:

- Invited lectures at several management colleges including : MDI, Gurgaon, One MBA programme (Global Executive Education Programme), Amity University, IMT – Ghaziabad, GLA University – Mathura & SCMLD, Pune

Author :

- Co authored the book “Value Magics” – that offers a road map to enable businesses in emerging economies “climb the value ladder” out of the cost down spiral

Areas of Expertise

Entrepreneurship & Business Management	<p>Providing leadership to his business organization – Deki Electronics Limited, India's largest manufacturer of Film Capacitors – an electronic component.</p> <p>Deki is today an example of a professional learning organization that successfully competes in a global (zero import duty) business.</p> <p>The 500 member team is an enthusiastic family of leaders and professionals who take pride in their work, display ownership and envision a position of global leadership within the next 10 years.</p>
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Business Support Organisation (BSO) effectiveness & Policy Advocacy	<p>Plays an active role in several BSOs with a focus on the electronics hardware industry</p> <ul style="list-style-type: none"> ❑ Past President , Elcina (Electronic Industries Association of India) – 2 terms. Member of the Executive Committee during last 10 years & Chairman, Government interface & Policy during last 6 years ❑ Past Convener - CEHA (Council of Electronic Hardware Associations : representing CEAMA+ELCINA+MAIT+TEMA) ❑ Co- Chairman, CII National Committee –ICTE ❑ Vice Chairman, ESC (Export Promotion Council) ❑ Member, Minister's Task Force for development of India as an ICTE manufacturing hub
Business Competitiveness Enhancement	<ul style="list-style-type: none"> ❑ Developed a competitiveness model based on an in depth understanding of his own business and the electronic hardware sector in India, China and South Korea ❑ Addressed several industry seminars in India and China ❑ Engaged with Planning Commission, National Manufacturing Competitiveness Council and PMO in discussions leading to a manufacturing policy for the industry
Soft Skills training And International training assignments	<ul style="list-style-type: none"> ❑ Undertaken extensive international consulting and training assignments on behalf of CBI – Centre for developing imports from developing countries, Ministry of Foreign affairs, Netherlands ❑ The area of expertise is institutional development and strategic planning for competitiveness enhancement in SMEs ❑ Assignments during the last five years include projects based in Egypt, Mozambique, Rwanda, Kenya, Uganda, Tanzania, South Africa, India and Vietnam.

Differentiating Competencies

- ❑ **Holistic in depth understanding of business –**
The three roles played – (i) as an entrepreneur + professional CEO (ii) Industrial Association leader (iii) International expert, consultant &

trainer have contributed to a detailed, overall understanding of the actors and factors that play a role in enterprise competitiveness.

- **Leadership** – Ability to lead by example – Has provided competent leadership during the past 20 years to three distinct groups : (a) to the professional enthusiastic team at Deki,(b) to business leaders at the BSOs and (c) to management & staff at Institutions engaged in trade development in several developing countries.

Knowledge Areas / Competencies	
Function/ Business Process	International Trade, Enterprise & Sector Competitiveness, Entrepreneurship & Business Management Leadership
Industry	The competencies are not restricted to an industry/ sector – but majority of experience has been from the hospitality industry & electronic hardware business

Word Picture

Mr. Vinod Sharma is a successful entrepreneur. He has spent 17 passionate years in shaping Deki Electronics Limited into a world class “Film Capacitor” manufacturer.

Enthusiastic, value based participative management and high levels of customer orientation have ensured an annual average growth in excess of 30% over the last seventeen years.

He plays a very active role in the electronics community – investing a reasonable amount of time and effort in serving Industry associations and representing the industry at several stake holder interventions.

Mr. Sharma is a keen trainer and consultant. He allocates a part of his time towards enhancing competitive management skills in managers and entrepreneurs around the world. He is a retained expert at CBI, Centre for developing imports from developing countries – Ministry of Foreign Affairs, Netherlands. As a CBI expert, he has undertaken several training, audit and consultancy projects – in India, South Africa, Vietnam, Rwanda, Mozambique, Egypt, Kenya, Tanzania and Uganda.