

Rajendra Todabagi

<https://in.linkedin.com/in/rajendratodabagi>

e-mail: rajendra.todabagi@gmail.com

Mr. Todabagi is a Mechanical Engineering Graduate from Karnataka University with Gold Medal. Further, he has done PG Diploma in Materials Management (PGDMM) and completed his Executive General Management Program (EGMP), from IIM-Bangalore. He has a rich and varied professional experience of thirty-five years with twenty-nine years in corporate covering wide industry spectrum like Electronics, Automobile, IT/Software followed by six years in academia. He has held leadership positions like, President, Division Head and Business Unit Head for fifteen years with P&L responsibility. He has worked on startup businesses with global brand like SONY, as well as lesser-known brand and steered them successfully. His core competency is Operations Management and driving business excellence with focus on execution. He has taught and mentored post-graduate management students, engaged in research, consultancy with a focus on start-ups and business transformation projects to achieve business excellence. He is a certified assessor of CII-Exim Bank Business Excellence Award modelled on EFQM Quality Award. He is also a Charter Member of TiE Mysore Chapter and served on Manufacturing & Technology Panel of CII Mysore as a member.

Key competencies and areas of contribution:

- Technology start-ups, ODC management and incubation support (Products & Services)
- Quality management frameworks, systems, and improvement tools (ISO, SEI-CMM, TQM, Six Sigma)
- Application of Lean management techniques and tools (Manufacturing & Services)
- Services management for delivery excellence and operational excellence
- Implementation and life cycle management of ERP package solutions
- SCM-Design, optimization and restructuring of Supply chains for value creation

Currently he is associated with an early stage FMCG startup Again Drinks as Senior Vice President Supply chain.

He was associated with SDM Institute for Management Development, Mysore, as an Associate Professor, and engaged in teaching operations management courses, research, and consulting for operational excellence.

Mr. Todabagi was associated with Digital Juice Animations Pvt. Ltd., (Subsidiary of Digital Juice Inc, Florida) as President & COO - International Operations, which he joined as General Manager, India operations in May'04. He established the organization from ground up, to a 150-member team in a span of one year and successfully set up a product development and service delivery organization. This is his second successful Greenfield project, which he built from scratch in his career after Sony India Software Center.

Prior to this, he was associated with Sony India Pvt. Ltd., in setting up and running Software Division in 1997 from ground zero. With strong support from the Senior Management team in Singapore & Japan, he successfully established this offshore software engineering center primarily catering to the Sony group companies in the APAC region followed by Japan & Europe regions for their IT services and solution requirements in the Business Application space.

He spearheaded the India outsourcing initiative for IT services and solutions of Sony Corporation, Japan right from its inception in 1997. Sony India initially started as a 7-member team and grew to a team of a few hundred members in the Software Division. Over the course of time, Sony India Software Center was able to create significant value for SONY Corporation by establishing a world-class offshore development center and catering to Sony worldwide requirements effectively.

Prior to joining Sony India, Mr. Todabagi has had a long stint with various Indian IT & Manufacturing business houses. He was last associated with **Wipro Infotech for eleven years** wherein he made significant contributions in the areas of developing and deploying Enterprise-wide Information Systems as Business enablers and led the Quality Initiative under TQM and Six Sigma apart from supply chain and operational roles. He also had an opportunity to work for Toyota in its first India project along with DCM while he started his career at Bharat Electronics.

Some of his educational & professional achievements / associations include:

- Faculty Development program (FDP 2018) from IIM-Indore with a focus on Research methodologies and contemporary pedagogical methods (April-May 2018)
 - Certificate in Complex Project Management (CrtCPM) from Institute of Project Management Certification (IPMC) & International Center for complex Project Management (ICCPM), Australia-Oct 2012
 - A research paper on '*Impact of technology on leadership style - analysis using Least Preferred Co-worker*' was presented at the "International Conference on Technology Management 2012 (ICTM 2012)" held at Indian Institute of Science, Bangalore (July 2012), which was accepted after peer review for presentation.
 - Course in "Behavioural Science thru' Psychometry" from CCE-IISc, Bangalore (Grade-Excellent) 2011
 - Course in "Strategic Management" from CCE-IISc, Bangalore (Grade-Outstanding) 2011
 - Certificate course in Finance (FNFE) from IIM, Bangalore with 3.44/4 CGPA and topped the batch-2005
 - Awarded a Scholarship from Govt. of Japan under AOTS (Association for overseas Technical Scholarship) Scheme to attend a Program on "Information Technology for India" in Japan in December 2002
 - Received third prize in the "National Young Materials Managers contest" conducted by IIMM in 1991
 - Engineering Gold Medalist, Karnataka University, Dharwad, 1983
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RAJENDRA TODALBAGI

Flat # 18, "Suchitra Apartments" ,62, Coles Road, Fraser Town, BANGALORE - 560 005.

Tel: 91-80-412 50 635 (Res), 98450-25626 (Mobile)

E-mail: rajendra.todalbagi@gmail.com

PROFESSIONAL WORK EXPERIENCE

AgainDrinks, Bangalore (Bachfun Private Limited) An early stage FMCG start-up (Since Jan 21)
Senior Vice President, Supply Chain

Designing and establishing a highly agile, scalable, efficient customer driven supply chain to service omnichannel customers and deliver value to all the stakeholders. Built core operations team, designed & implemented systems, and processes, sourced, and developed vendors, built manufacturing capabilities and distribution network, managing relationships and contracts, established inventory control, and driving execution excellence across the organization.

Shri Dharmasthala Manjunatheshwara Institute for Management Development, Mysore (Sept'14-Mar20)
Associate Professor

Engaged in teaching graduate students, research, consultancy, and corporate training. Research and consultancy areas include support startup businesses, business transformation and operational excellence through BPR, TQM, TPS and lean and six-sigma methodology.

As a member, Quality Assurance Council contributed significantly towards the journey of international accreditation ACBSP and EPAS from EFMD and actively involved in the process of accreditation. Also worked on development of rubrics for outcome based learning and digital transformation through implementation of Learning Management System (LMS) towards the creation of digital platform for knowledge delivery, online learning and evaluation.

Management Consultant & Quality Evangelist, Visiting Faculty at leading B-Schools (May'13- August'14)
Freelance, Kirloskar Business School, Symbiosis & St. Joseph's

Working with MSMEs to achieve more for less by improving overall Quality and Productivity of their business by eliminating waste and improving operating efficiency. Assisting through various techniques and tools like, Business Process Re-engineering (BPR), lean principles, developing MIS/management dashboards, adopting Quality Management Systems, and internalizing the culture of quality and customer centricity to achieve "Execution Excellence", customized and tailored to the needs of MSMEs. Also taught Operations Management subjects at leading B-Schools in Bangalore & Pune.

PROJECT MANAGEMENT ASSOCIATES, INDIA (www.pma-india.org) (Oct'12 to May'13)
Indian Member of International Project Management Association (IPMA)
Regional Director (South)

Responsible for driving the PMA mission of creating Project Oriented India. The mission was driven by advocacy, training and certification in the field of project management. This was accomplished by working with all the stakeholders in the society viz: Govt., PSUs, Private Sector across the Industry segments & Professional Educational Institutions covering Southern Region of the Country viz: Karnataka, Kerala, Tamil Nādu & Andhra Pradesh thru' chapter activities, seminars, symposiums and promoting sound project management methodology as the backbone for the growth of society.

DIGITAL JUICE ANIMATIONS PRIVATE LTD., BANGALORE (May'04 to March'12)
(A subsidiary of Digital Juice Inc)
President & COO

Reporting to CEO & Founder in Florida

Digital Juice is a SME Company, operating in the Media and Entertainment space catering to niche segments like broadcast networks, professional video editors, and print & publishing media. Develops multimedia digital content products covering motion graphics, still graphics and content management tools as software products and plug-ins around computer graphics and image processing with a team strength of around 200 members.

Key Achievements:

Establishing India operations from ground zero

- Established the company operation from scratch in a record time of less than 100 days including talent acquisition and kick-started production activity and hired a functional leadership team.
- Established factory set up for realizing physical products by replication and packaging for distribution and supply to parent company for onward distribution to end customers.

Transitioning various service engagements from US to India

- Successfully transitioned product development activities from US office to India center.
- Transitioned all the support functions viz: Finance, IS and tech support/customer support.

Conceptualized, designed, and implemented systems and processes to achieve execution excellence.

- Achieved execution excellence and brought predictability in product and service delivery by developing and implementing strong organizational processes and resource optimization.
- Developed metrics across the company for measurement of performance to establish control, drive efficiency, and create value on an ongoing basis and achieved an improvement of approx. 10% in operating efficiency on a continuous basis by improving productivity.
- Strategized & led transfer-pricing assessment and saved Rs 120 Mil. (\$250K) for the company for FY07-08.
- Discharged Directorial responsibility for India company and managed Group Finance functions including US operations and acted as CFO for US operations handling banking relationship and worked with accountants on finalization of US books. Finalized and signed the books in 30 days after the end of the financial year for the US and within 21 days after the end of FY for India Company.

SONY INDIA PRIVATE LIMITED.

(Dec'97 to May '04)

HEAD – India Development Center,

Sony Information System Solutions (Asia Pacific) Division,

SONY INDIA SOFTWARE CENTRE, SONY INDIA PVT. LTD.,

Reporting to: MANAGING DIRECTOR IN INDIA /DIRECTOR IN SINGAPORE

Heading the Offshore Software Development Center with 100 plus Engineers engaged in Software Development and service activities in the domain of manufacturing, supply chain, warehousing & logistics, finance & OHQ operations.

Key Achievements:

- Established Offshore Development Center (ODC) from scratch with robust organizational processes and predictable service delivery with a vibrant team.
- Successfully steered the Center for ISO 9001: 2000 certification for Quality Management Systems by KPMG.
- Established a successful offshore services delivery model and transitioned large service engagements from Sony companies' world over to India, and improved service levels and customer satisfaction.
- Achieved a significantly high offshore service content of 75 ~80 % over the years
- Exceeded business targets by ~ 25 % in terms of services delivery and profitability, during FY 02.

WIPRO LTD.

(Dec' 86 to Dec'97)

INFOTECH GROUP, PERIPHERALS & SYSTEMS DIVISION

DIVISIONAL INFORMATION SYSTEMS & QUALITY MANAGER

BUSINESS PLANNING MANAGER

COMMERCIAL MANAGER

Reporting to: PRESIDENT

Key Achievements:

- Customization and Implementation of ERP suite across the organization (Corporate, Factory, Warehouses, Regional and Branch offices) and achieved a centralized integrated Information System thereby accomplishing Customer to Vendor seamless Integration, to achieve higher business results using IT as a business enabler.
- Facilitated and drove six sigma projects for the division leading to improved quality and reduced cost.
- Managed business relationships with HP, Epson and introduced new profitable product lines for the division.
- Established effective supply chain management system for communications division and improved inventory turns and reduced turnaround time (TAT) for order fulfillment.
- Implemented MRP and Inventory control systems at factory.

DCM TOYOTA LTD.

(Apr'85 – Dec'86)

ENGINEER - Production Planning and Control

Reporting to: Deputy Manager

Responsibilities included Production Planning, Scheduling, and Implementation of "KANBAN" System.

BHARAT ELECTRONICS LTD.

(Mar'83 – Apr'85)

DEPUTY ENGINEER - Production Control

Project Planning, Material Planning, Process Planning, Scheduling, Co-ordination with Production and Purchase.

Educational Qualifications:

B.E. (Mech. Engg.) from Karnataka University, Dharwad (1983), 1st Rank to the University and Gold Medal

Executive General Management Program (EGMP) (2006) from Indian Institute of Management, Bangalore

Post Graduate Diploma in Materials Management (PGDMM) (2017) from Annamalai University, Annamalai Nagar

Language Proficiency:

English, Hindi, Kannada, Marathi, Japanese (elementary)

Date of birth: 22 May 1960