**VEENA SHETTY**

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**Supply Chain Management ~ Warehouse Management**

**Commercial Operations ~ Freight & Logistics**

**PROFILE**

* A **“PERFORMANCE DRIVEN PROFESSIONAL”** with experience of 25 years of rich experience in Warehouse, Inventory, Logistics and SCM operations.
* Goal-oriented Procurement and Supply Chain Operations Manager offering end-to-end supply chain and program management expertise that directly results in efficiency improvements and cost savings.
* Proficiency in managing entire supply chain operations with key focus on top line & bottom line profitability by ensuring optimal utilization of resources. Designed  supplier partnership programs that provided competitive advantage while ensuring premium quality supply and a reduction of total system costs
* Expertise in procurement management activities involving planning, techno-commercial negotiations, scheduling and procurement of components & raw materials from various sources.
* Skillful in managing warehouse operations – full experienced ensuring optimum inventory levels to achieve maximum cost savings without hampering the operations.
* Aggressively worked towards commercial operations with extensive knowledge of the government policies & regulations and provisions of various statutory acts.
* Excellent interpersonal skills with proven track record of achieving numerous cost savings during the career span. Abilities in managing technically advanced cost-efficient, state of the art production systems and processes.

**COMPETENCY COVERS**

Strategy Planning Commercial Operations Supply Chain Management

Purchase/Procurement/Sourcing Warehouse Management Inventory Management

Logistics & Freight Management Vendor Management Business Development

Profitability Management System Implementation Cost Management

Relationship Management Training & Development Man Management

**CAREER SPAN ACROSS**

**Since Aug’10 SCM Consultant**

* Responsible for developing and presenting supply chain recommendations that capitalize on client opportunities by improving workflows that eliminate operational and process challenges while providing maximum economic benefit.
* Findings from the analysis, is utilized to advise clients on ways to improve supply chain delivery, order-processing, and MIS-control procedures so that operations run more smoothly.
* Collaborating with sourcing and procurement to leverage market spend in aggregate for increased price competitiveness on behalf of clients.
* Planning and designing warehouse architecture to integrate various material warehouse plans; developing efficient solutions to improve on procedures, ranging from storage to quality control measures.
* evaluating the supply chain operations of an organization; scrutinizing every stage of the logistics process, including conducting risk assessment, business process analysis, and output data analysis.
* Establishing work priorities, assigned deliverables and resolved issues with Operations and Project teams – conducting training to obtain operation excellence.
* Executing and implementing corrective measures aimed at improving supplier – freight performance in terms of on-time, lead-time and quality.

**Jul’07- Aug’10 Greenrev Ventures, New Delhi Operations Head**

**(Blueprint, Singapore Initiative)**

* Actively involved in:
  + Trading Business from Singapore; accustomed with Singapore Customs policies.
  + Establishing a new R&D Lab, Sample Gallery and Engineering Department.
* Instrumental in:
  + Implementingnew:
    - Strategies for streamlining Supply Chain Management Operations.
    - Inspection Procedures and succeeded in providing quality to the customer
    - Proof Management System to convince the quality and quantity delivered to avoid variances
  + Reduction the warehouse cost by 200% and freight cost by 20%.
  + Development of new software’s in regards to Freight and Fitment Tool, Empty Trading, Container Planning, Supply Chain Management, Warehouse Management System, Sale and Purchase Deal Approval, Incentives for Operations, Profit & Loss Accounts, and Post Profitability Software.
* Played a key role in expanding:
  + Customers base by achieving their targets.
  + Storage capacity by 400%.
  + Productivity by 200% thus reducing the cost.
* Engaged in preparing:
  + SOP’s (Standard Operating Procedures) for Supply Chain Management, Freight & Logistics, Warehouse Management, etc.
  + Processes for Supply Chain Management, Freight & Logistics, Warehouse Management.
  + KPI’s (Key Performance Indicators) for all positions in Operations to judge their performances.
  + Checklists for all the positions for efficient working and avoid all the delays in business
* Demonstrated capabilities in enhancing new Packing process/ box size there augmenting the fitment by 25% ultimately bringing down the freight charges as well.
* **Recipient of Best Employee Award in the:**
  + August, November, December, 2008.
  + February, March, April, August, September and December, 2009
  + March, April, May, 2010 for time / man management and achieving all the given targets.

**Apr’97 – Jul’07 Moser Baer India Ltd., New Delhi Sr. Executive – Commercial**

* Spearheaded design, development and implementation of:
  + **Procurement Strategies/ Contingency Plans**for metallic commodities and ensured that plans are aligned with production/ project requirements.
  + **Logistics Operations** involving co-ordination with companies for sea/ air/ road transport, C&F Agents, CHA’s and other external agencies to achieve seamless and cost effective transport solutions.
* Effectuating cost saving initiatives for:
  + Designing budgets for timely procurement of various critical components.
  + Procurement of 27 items of different nature being used in manufacturing of Floppy Diskettes, CD-R/ DVD-R, CDRW, Photo Voltaic Cells for generation of Electricity, Electronic items - Televisions, Home Theater.
* Ensured optimum inventory levels for achieving cost saving without hampering production process.Assured availability of stock making appropriate arrangements to ensure on-time deliveries.
* Sustained the **existing network** and managed supply chain operations for various items, ensuring timely distribution of the merchandise.

**Oct’94 – Apr’97 Mohan Export India Ltd., New Delhi Executive Commercial**

* Overseen procurement planning and budgetingfor**Engineering and Agro Products.**
* **Major bank formalities**: L/C Opening, Sanction of Pre-Shipment Credit with Bank, Issue of BRO/BRC, Liaising with Export Inspection Agency (GSP), etc.
* Essayed a key role in:
  + Carrying out **freight negotiation** with Shipping lines, Airlines and Freight Forwarders.
  + Checking stock availability making appropriate arrangements to ensure on-time deliveries.
* Instrumental in:
  + Expanding **existing network** and managed supply chain operations for various items, ensuring timely distribution of the merchandise.
  + Managed **logistics operations** involving co-ordination with companies for sea/ air/ road transport, C&F Agents, CHA’s and other external agencies to achieve seamless and cost effective transport solutions.
* Spearheaded preparation of MIS on daily /weekly /monthly basis for the top management.
* Assured conformance of the products to safety norms and specifications.

**SCHOLASTICS**

* 2012 MBA (Operations) from Sikkim Manipal University with 84%
* 1994 B.Com. from Delhi University
* 1993 PG Diploma in Computer Applications from Priyadarshini Institute of

Computer Aided Knowledge, Delhi

**PERSONAL DETAILS**

Date of Birth : 12thMay 1973

Address : Omaxe Palm Greens, 402, JPD, Sector MU,

Greater Noida, 201308, U.P.

**Location Preference : Ready to relocate**