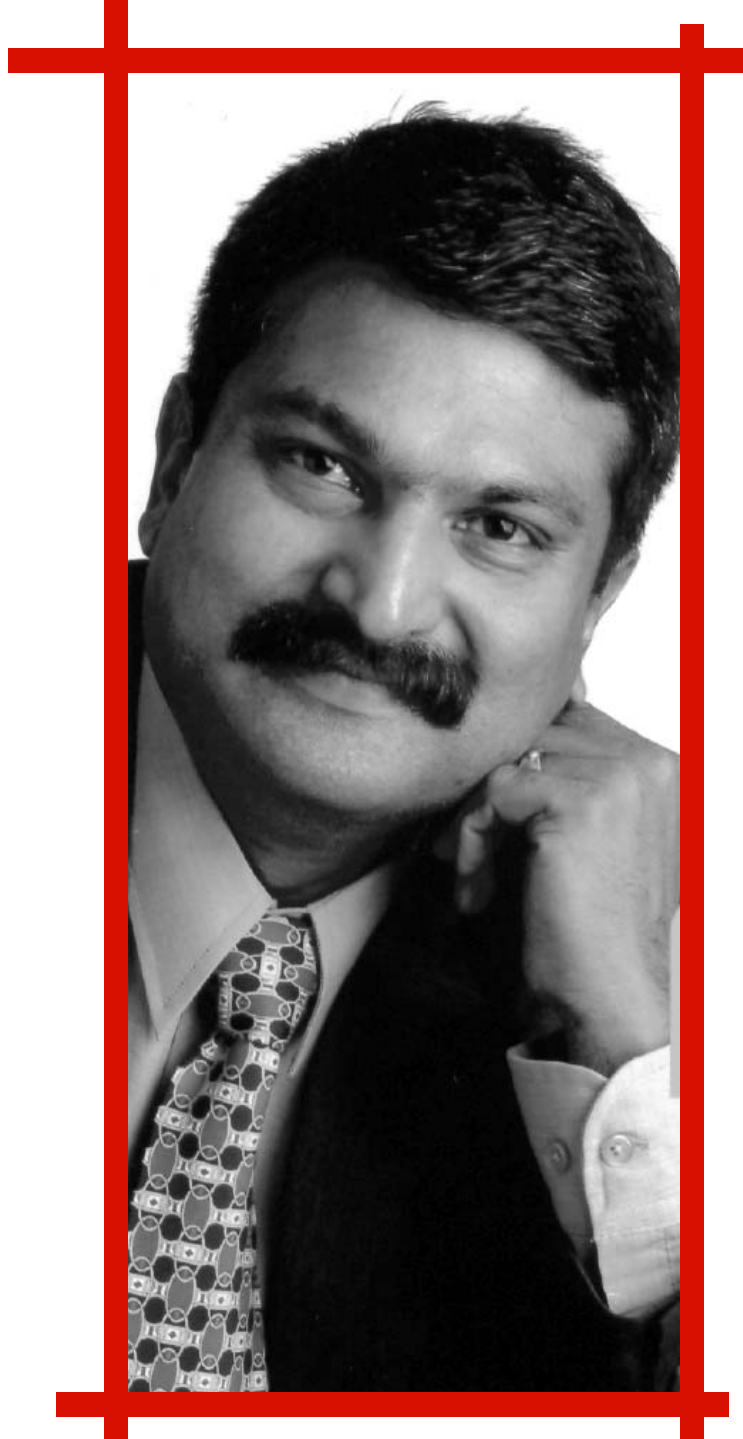


Resume



Ashok Appadurai

ACCOMPLISHMENT HIGHLIGHTS

✦ **Project managed the successful install and integration** of sophisticated commercial AV equipment in two major casino construction projects

✦ **Successfully managed the creation, implementation and launch** of a world-wide, economic, service model for a **new business (Projected \$400+ USD million)**, under late-to-market and competitive circumstances

✦ **Saved \$11+ USD million in four years** by recognizing the ROI, and project managed the development, testing and implementation of a unique knowledge transfer program for Service and partners

✦ **Trimmed substantial service costs** for the company world-wide, by recognizing the need, showing ROI, hiring, training and implementing a product-specialist team to support the core technology of the company

✦ **Opened a new regional office, hired and led a team** of sales & service engineers and **doubled sales within a year**, and substantially increased market presence of the company in the new region

✦ **Partnered for the technology transfer of Infrared Radiation Thermometry from the UK** into India and was **directly responsible for gaining >50% market share** through extensive marketing and selling strategy

ashoka@shaw.ca

P/FAX 604 464 3630

C604 722 3494

STRENGTHS

- ☛ **Expertise in value/opportunity-recognition, ROI development**
- ☛ **Continuous cost saving** attitude through economic modeling, recognition, analysis, prevention planning and management
- ☛ **Revenue recognition** product/service
- ☛ **Business-Analysis**, development, modeling, process planning, implementation and optimization
- ☛ **Product beta testing and qualification** process planning and implementation
- ☛ **Knowledge transfer** value recognition, development and implementation
- ☛ **Market analysis**-Customers' 'needs' recognition, data acquisition & analysis
- ☛ **Customer Support modeling** and implementation
- ☛ **Excellent problem solving skills** - have managed and resolved many issues
- ☛ **Drive consensus-based decision making** - based on economic thinking process
- ☛ **Product Life-cycle management**
 - Product development (Service) stakeholder
 - Product beta planning and management
 - Product Early release and Support
 - Product gate phase documentation
 - Product launch and Sales Support
 - Product End-of life planning
- ☛ **World-wide Product Support modeling and implementation**
 - Field - Service process development
 - Call Center process development
 - Customer needs based modeling
 - Escalation Processes
 - Business processes
- ☛ **Project Management**
 - Project development and planning
 - Project Scope Development
 - Project tracking and costing
 - Project monitoring
- ☛ **People management**
 - Friendly, professional relationship and team building
 - Managed Sales & Service Engineers through and leading by example
 - Project labor planning and management
- ☛ **Corporate presentations and approval process**
 - Have successfully presented project proposals to several steering-committees
 - Have presented issues to hi-profile vendor groups
- ☛ **Third party management**
 - Have extensively managed situations and business relationship with Customers, Vendors, Contractors and Dealers

MEASURED SOFT SKILLS

Have been repeatedly reviewed as above average/ solid on the skills mentioned below.

Customer Focus	Managing Commitments	Quality and results
Decision Making	Communications	Expertise
Teamwork	Innovation & Change	Develop and motivating others

PROFESSIONAL HISTORY

CONSULTANT - ASHTECH MANAGEMENT CONSULTANTS (B.C, Canada)	[Current]
PROJECT MANAGER - EMERGENT SYSTEMS CORPORATION (B.C, Canada)	[Jul-Oct 05]
WW PRODUCT SUPPORT MANAGER-THERMAL PLATES - CREO Inc. (B.C, Canada)	[2001-2004]
WW PRODUCT SUPPORT MANAGER-THERMAL HEADS & MEDIA - CREO Inc. (B.C, Canada)	[1997-2001]
BRANCH MANAGER - DIGITAL ELECTRONICS LTD	[1995-1996]
MANAGER APPLICATION & MARKETING - HOZUR INSTRUMENTS (P) LTD.	[1987-1995]
SENIOR ENGINEER - HOZUR INSTRUMENTS (P) LTD	[1987-1989]

EDUCATION

M.Sc. Semiconductor Physics & Technology- Brunel University (U.K.)	[1986]
M.Sc. Physics (1 st Class) - Annamalai Univ. (India)	[1984]
B.Sc. Physics (1 st Class) - Madras Christian College (India)	[1982]

PROFESSIONAL DEVELOPMENT

Marketing Essentials - BCIT	[2005]
Active Leadership - Center for Management Development, UBC	[2001]
Facilitative Leader - Facilitation Training Inc, Vancouver	[2001]
Project Management Process - Barry Smyth, Project Manager, Vancouver Sky-Train Project	[2000]
Effective Communication Skills - Center for Management Development, UBC	[2000]
Microsoft- Project 98 - PBSC Computer Training Center, Vancouver	[2000]
Essential Management Skills - Center for Management Development, UBC	[1999]

HOBBIES

Coaching & Umpiring Field-Hockey(U-15/17s), Archery, Music, Interior decorating, Carpentry, Electronic & Electrical repair

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