


NISHITH GUPTA

96000 10266 

d@xfresume.com 

Innovative entrepreneur offering a success story of 25+ years imprinting his own footsteps in the oil and Gas industry in India. Deft at providing tactical inputs to support the development of business road maps focusing on optimum ROI and tangible results in a rapidly changing environment. Established a company specialized in oil spill dispersant technology that focuses on the development and marketing of high tech, environment friendly and price competitive oil pollution control products and holds its reach throughout India. Experiential experience in business development, revenue management, customer service, technical sales and marketing, that aids Nitin in taking critical business decisions through outstanding communication and interpersonal skills. The ability to interact positively with others helped in gaining partnership with international manufacturers in the industry and work as a representative of prominent industry leaders in the country.



With an entrepreneurial spirit, effectively leads growth and market differentiation with a record of generating new business opportunities and developing lucrative partnerships. Effective strategy planner with an eye for detail in business operations and revenue management. An active sports player who is always interested in challenging situations to develop and imply his own signature in the field.

Core Industry Skills



Compelling Career Achievements



- Developed and nurtured the first Indian company to venture into the development of wholly indigenous state of art Concentrate Type II & III Chemical oil spill dispersants in India.
- Developed an environment friendly and first of its kind multipurpose industrial cleaner formulated with bio ingredients in 2019.
- Developed additional specialty cleaners such as Aircraft Cleaner, Gas Compressor Turbine cleaner, heavy duty Rigwash Cleaner to clean oil exploration rigs and Surfwash to effectively clean contaminated oiled shorelines. These cleaners are niche and more superior to other brands in the market as they are environmentally friendly and move away from conventional toxic chemistries.
- Spilcare Chemical Oil Spill Dispersant was successfully part of the 'Defense Ministers Award of Excellence' in 2015 conferred to Garden Reach Shipyard, Kolkata, under the scheme 'Made in India'.
- Successfully participated in oil spill response seminars held in India, Canada, the United Arab Emirates and the UK.
- Had successfully influenced the Indian Oil Spill Response Industry to procure high quality specified Oil Spill Dispersants, that served their needs in an optimum manner. This resulted in the Indian Oil Spill Response industry benefiting from a product that gave them higher dispersion efficiency, least toxicity and operational safety.

Areas of Impact



Operation Management

Provided technical leadership for the organization by formulating important policy, planning, and strategy decisions.



Sales and Marketing

Promoted the company's existing brands and introduced new products to the market. Research and developed marketing opportunities and plans through understanding consumer requirements, identifying market trends, and suggesting system improvements to achieve the company's marketing goals. Maintained relationships with important clients by making regular visits, understanding their needs, and anticipating new marketing opportunities. Stood updated in the industry by attending educational opportunities, conferences, and workshops and maintaining personal and professional networks.



Market Development

Contacted potential clients to establish rapport and arrange meetings. Planned and oversaw new marketing initiatives. Conducted research on various products and designs to find new opportunities. Found and developed new markets and improved sales. Attended conferences, meetings, and industry events. Developed quotes and proposals for clients.



Customer Service

Maintained a positive, empathetic and professional attitude toward customers by responding promptly to customer inquiries. Communicated with customers through various channels and acknowledged and resolved customer complaints. Kept records of customer interactions, transactions, comments and complaints. Communicated and coordinated with colleagues as necessary and provided feedback on the efficiency of the customer service process.

- Successfully convinced the Indian Oil Spill Response on the importance of using the latest Dispersant Application Technologies. Had got the single biggest order for marine dispersant spray systems in India for my Principal in UK in 2018.
- Representing prominent manufacturers from Canada and New Zealand by marketing their entire range of mechanical oil pollution control products exclusively in India since 2002.
- Developed business worth 2.75 crores for my principal in UK for Dispersant Spray Systems in 2017 and 2018.
- Convinced the Indian oil Spill Response industry to at times shift from disoriented technical specifications and methods of procuring mechanical Oil Pollution control products to a more systematic and appropriate way. This resulted in my own foreign Canadian and UK principals getting more business in India as well.
- Imparted oil Spill Response training on the operations and strategies of using mechanical oil pollution control products.
- Exclusively represented Foremost Marketing -Delhi in marketing and selling a range of specialty firefighting products such as Burn shield -South Africa and TFT nozzles and portable monitors in Chennai.
- Has partnered with an Indian manufacturer to sell a niche organic oil absorbent, which is not only more cost effective but also benefits the environment. This gave us a better sales potential in the oil absorbent market.
- Partnered with reputed international manufacturers of mechanical oil pollution control products to contract manufacture for the company and sell into the international market.
- Had in 2017 volunteered to be a part of the Oil Spill clean up team at the massive oil spill at Ennore Port which had affected Chennai's beaches and coast line.
- Drove business growth by identifying and penetrating new market segments.
- Demonstrated an inherent understanding of business needs and the identification of initiatives that enables the business to meet its strategic goals

Work Experience



Managing Director | Spilcare – O Metaclen Pvt Ltd, Chennai, India
1994 – Present

- Oversees the company and its departmental operations that includes manufacturing, product development, finance, banking, sales and marketing.
- Conducts research and explores the international market for new mechanical oil pollution products whilst negotiating with manufacturers for exclusive rights to represent them and sell their products in India and Sri Lanka.
- Assists international principals with strategies and market plans to establish their enterprises in India and ensures it with maximum sales.
- Analyzes potential business partners and new products to assist the company in diversifying and providing a more comprehensive range of products to existing customers.
- Regularly visits client sites to assist customers with the selection of appropriate oil pollution control products based on site and environmental conditions.
- Responsible for product advertising strategies by actively participate in various exhibition, conferences, events and promotional advertisements through the appropriate media and mails the company's e-Catalogue to country-wide clients.

Strategy Planning

Assessed the company's goals and identified areas where improvements should be made in the company. Researched industry trends and conducted market research. Assessed sales metrics to gauge the success of new strategies.

Product Management

Laid out product vision and strategy and defined the business value to the product team. Owned the release aspect of the product knowing when (and when not) to create a master release, managed features and dependencies in and across releases and managed releases with phases and milestones. Owned ideation - the creative process of generating, developing, and curating new ideas and knowing which ideas should be promoted to features.

Academics



Bachelor of Science - Chemistry | DG Vaishnav College, Chennai | 1993

Was admitted as a member of the 'Royal Society Of Chemistry' in 2001.

Madras Round Table | 2001 – 2005

Trainings



Applied Surfactant Science and Technology
The Petroleum and Petrochemicals College,
Chulalongkorn University, Thailand

First Responder to Liquid spills
BSIF (British Safety Industry Federation), UK

Operations and Technical Aspects of Oil
Pollution Control Products | Canadyne
Technologies Inc

Certified from Beginners Cosmetic Science
Institute of Personal Care Science - Australia