

Dr. Samip Baruah is an Accomplished Senior Sales & Marketing FMCG Professional having 25 plus years' experience of handling 1000 crores business to currently Heading the 300 crores of Domestic Business of Linc Pens & Plastics Limited – having rich diverse and varied industry experience in – Trade Marketing & Distribution, International Sales, Supply Chain & Systems working long years in Top FMCG Companies like ITC Limited, AMUL.

His academic achievement includes a **Computer Science Engg. Degree from Jorhat Engineering College in 1994**, with an MBA from Tezpur Central University in 1996 while also having a **PhD in Supply Chain & Logistics in 2011** from Dibrugarh University in Assam.

Have Anchored & Initiated ITC's Entry into Foods FMCG Business in 2002 launching all the new categories from Hard Boiled Confectionery to Staples, Snack Foods & also Personal Care Segment & Stationery Business. The Key Enablers & Strengths include being able to Formulate / Envisage the International Business – while plugging the Portfolio Strategy, Sales & Distribution Strategy, Marketing Strategy for any business.

Being able to Conceptualize, Develop & Implement a Strategic Business Plan to drive company's Vision, Mission, Strategies & Objectives to Grow Revenue (Double Digit), Profitability & at the same time keeping an eye to the positive Impact on Society is the key enabler for a Business Success.

Facilitate & Create World Class Systems & Processes for triggering extraordinary growth of business while mentoring & coaching team members – through Digital Adoption of Initiative & End to End Visibility of the Value Chain is what he engages with.

Being Adaptable, Flexible & Looking at Market Realities & Strategizing the Macro Way of Thought Leadership of Looking at the Business – while eyeing at the details of execution – though the Servant Way of Leadership – is his key way of initiating & facilitating a task.

Received Gold Medal for achieving **First Class First Position** in MBA Program from Tezpur Central University, by the President of India, Prof.K.R.Narayanan in 1997.

Have rich diversified experience in multiple roles in AMUL & ITC Limited – starting from Senior Area Manager of AMUL to **Business Head (North East)**, then **Regional Manager & National Sales Manager** while being a Management Committee Member as **Head of Supply Chain & Later been the Initiator of International Stationery entry into** Middle East & Africa - UAE, Bahrain, Oman, Ghana, Kenya & SARC countries like Myanmar, Vietnam etc.

Being a Catalyst to Drive Strategic Cost Management for the Business during engagement with Channel Partners, Distributors & Modern Trade Retailers like Reliance, Spencer's, Walmart, Aditya Birla MORE Hypers, Himalaya Retail, Foodworld for Product Marketing, Brand Salience & TOM, Joint Business Plans, Sales, Distribution, and Promotions along with the Traditional & Independent Self Service Stores. Achieved Top of the Mind Recall (80%) thru enhanced spontaneous awareness of FMCG & Stationery categories.

Being a Trusted Advisor for Various Small Businesses & have been a speaker in CII – Supply Chain Forums engaging with Industry Partners to Achieve Superiority & Visibility, Availability in the Traditional, General & channel Drive Trade Marketing & Sales thru Trade Activation. Customer Engagements (Quiz, Young Author Contest, Radio FM program, Brand Engagement- Celebrating Uniqueness, Strengthening the Brands & developing a favourable disposition for consumers across India & Abroad.

Had Other Academic Interests include Publishing Research Papers, Book & Giving Guest Lectures in IIM, Shillong, DOMS (IIT, Madras), North Eastern Hill University, Anna University, Asia Pacific Institute of Management, New Delhi, BS Abdur Rahman University, MOP Vaishnava College. Etc.