

Roshan Louis Joseph

Background:

BA (Hons) Economics: University of Delhi, India

MBA: University Of Dayton, Ohio, USA

Base: Mumbai



Professional Experience:

Roshan has over **30 years** of experience in Sales, Marketing, Human Resources and General Management. He started his career with **Union Carbide** in 1973 starting off as a Management Trainee.

He quickly grew to hold various positions in Sales & Marketing, noteworthy among which were stints as **Sales Manager** in the highly competitive markets of Maharashtra and Gujarat in Western India. He was a part of the marketing team that revived the Flashlight Business which today is a cash cow for the company. As **Manager for Human Resources**, he revolutionized the training of shop floor employees creating the very first Sales Training Modules for them. He also established Professional Skills Development - a Sales Training Cell which today is a full fledged Eveready Academy of Sales Training.

As **Chief of Marketing**, Roshan brought the brand Eveready out of the cold, with a re-positioning that impacted on even the valuation of the Company. 'Give Me Red' was an iconic advertising campaign that is still quite firmly embedded in the overall consumer consciousness in India.

Roshan then made a successful transition along with the change in the company structure to **Eveready Industries Limited**. He was then **elevated to the Board** in 1997 with responsibility for New Business Development and Exports. In 1998, with the change of majority ownership of the company, sales collapsed along with morale. Roshan was then recalled from the Exports and New Business portfolio to spearhead the resurrection of the Sales Team, as **Director for Company-wide Marketing and Sales** --- a process well accomplished.

Today, Eveready is a powerful fighting machine, growing from strength to strength, and increasing market share, each passing year.

Roshan then joined **Franke India** in 2004 as **Managing Director**. This is a Swiss investment for manufacture of sinks for India, Pakistan and Nepal and is a start-up venture for establishing the Franke brand in India.

Some of Roshan's other professional achievements include:

- President - Advertising Club of Calcutta
- Vice President - Calcutta Management Association (CMA)
- Course Director - CMA Management Development Program
- The only employee to be twice bestowed the Chairman's Award for Excellence in HR and Marketing in 2 consecutive years
- Was Professor for Marketing in the Bachelor of Business Admin Class of St. Xavier's College, Calcutta

Roshan's wealth of experience and extensive exposure enable him a panoramic perspective on Training Deliveries.