

# AKSHAYA PATRACHARI

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## SUMMARY

- Ability to understand a technology, its uniqueness and capabilities and match it with a business opportunity
- Experience in market research and developing strategic marketing and branding plans
- Familiar with Data Analysis using SAS, SPSS (Statistical Package for Social Sciences) and JMP® (Statistical software)
- Excellent interpersonal and writing skills

## EDUCATION

### **Masters in Textile and Apparel Technology and Management**

North Carolina State University, Raleigh, NC

Specialization: **Brand Management and Marketing**

**Expected – May 2010**

**GPA – 3.7/4**

### **Bachelor of Technology (B.Tech) in Textile Engineering**

Veermata Jijabai Technological Institute (VJTI - affiliated to Mumbai University, India)

**May 2008**

**GPA – 8.1/10**

## PROFESSIONAL EXPERIENCE

### **Market Researcher, The Nonwovens Institute, NCSU**

**January 2010 – present**

- Explored new market opportunities for a company including market size, growth rate, profitability & consumer trends
- Analyzed competitive environment, evaluated market attractiveness and identified short term and long term prospects
- Assessment of development & investment requirements & recommendation on most promising market

### **Product Management – Health-Care Products, NC**

**Fall 2009**

- Evaluated a technology based on commercial viability and exploited real entrepreneurial opportunities primarily through mechanism of creating a new business
- Studied Technologies, determined product ideas, communicated with the technologist about the product concept and design, performed in depth Market research, executed Voice of Customer analysis to understand the strength of need and market growth potential
- Interacted with subject matter experts in this field, performed historical price analysis, Revenue Forecast and value chain analysis to make key decision on the most plausible product idea to develop a Business Plan for the product

### **Management of New product development-Furniture Industry, NCSU**

**Spring 2009**

- Assessment of product development issues faced by the furniture industry in terms of product design, marketing issues and opportunities/challenges
- Investigated recent branding and service issues faced by High point, a global furniture and upholstery company
- Evaluation of opportunities and recommendation on areas requiring realignment of strategic planning efforts

### **Supply Chain-Market Intelligence – Bank of America Corporation, Charlotte**

**Fall 2009**

- Obtained information around temporary labour services in three distinct regions, understand the company requirements and identified and compared potential global suppliers
- Analyzed global suppliers by interviews with experts in subject areas, and through company websites, government data and journal articles.
- Developed a supplier scorecard and evaluated suppliers based on Key performance indices arrived from company needs, and carried out risk and financial analysis to propose a sourcing strategy model to the company

### **Supply chain - Negotiation, NCSU**

**Fall 2009**

- Involved in a negotiation simulation exercise that consisted of Manufacturers and distributors in a fictional Pharmaceutical supply chain
- Undertook the Company 'As Is' analysis to identify primary cost drivers and profit drivers in a fictional environment and developed a optimal combination so as to obtain highest profit margin at a lowest cost and other relevant variables
- Developed a negotiation strategy and interacted with the suppliers and developed contracts summarizing the agreement reached after bargaining between the two parties

**Summer Intern**, Raymond Ltd, Mumbai, India.

**May 2007 -July 2007**

- Acquired knowledge about functioning of various departments in a Textile Industry from manufacturing to testing to supply chain management.
- Gained an insight into process planning methodology and problem solving techniques.
- Involved in Continuous Improvement Process Team to increase the productivity and quality

**Marketing Intern**, RK Swamy BBDO Pvt. Ltd, Mumbai, India

**May 2008- July 2008**

- Carried out market research and market feasibility study for readymade garment market for men in age group of 35-50 years.
- Evaluated the profitability in ready made garment sector and recommended Raymond, India's Largest Textile Company to enter into the ready made sector for this age group in the Indian Market

#### **SOFTWARE SKILLS**

- **Programming** : C, C++                      **Packages** : MS Office                      **Data analysis softwares**: SAS, JMP® and SPSS

#### **RELEVANT COURSE WORK**

- Management of textile product development, Market research in textiles, Technology Entrepreneurship and commercialization, Strategic planning of textile firms, Fabric Manufacturing, Design of Textile Structures

#### **POSTERS AND PRESENTATIONS**

- **Akshaya Patrachari**, Nancy Powell, "Develop organizational capabilities for efficient management of radical innovation", Poster presentation, Industry open house, NC State University, April 2009
- **Akshaya Patrachari** , "Commodities versus brand sales", Technical paper presentation - Vastra 2008, VJTI, Mumbai, India, April 2008

#### **HONORS AND AWARDS**

- Recipient of the prestigious JRD Tata Scholarship for Academic Excellence for Two Consecutive Years – 2006 & 2007
- Won 3rd prize in a National Level Technical Symposium for paper "Commodities vs. Brand Sales"- Vastra'08, India

#### **EXTRA-CURRICULAR ACTIVITIES**

- Treasurer for Textile Association for Graduate Students (TAGS) at the NC State University
- Participated in Group Dances in events Trishna and Miss India North Carolina
- Social Co-ordinator of Textile Department during undergraduate studies
- Involved in co-ordinating and organizing events in the Departments