

Ameet Sevekar

CONTACT

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in [Ameet Sevekar](#)

EDUCATION

Masters - M.TECH. (Mech Engg.)

SPCE, Mumbai, Mumbai University
Completion - July'2000

Bachelors - B. E. (Mech. Engg. - Machine Design)

JNEC, Aurangabad, Maharashtra,
Marathwada University
Completion - Jun' 1992

Post Grad Dip Management (Mktg.)

IMDR, Pune, Pune University
Completion - Jun'1994

SUMMARY

Dynamic, Pro-active, performance driven professional with 25+Years' work experience in Fuel & Lubricants and auto component manufacturing. Extensive and wide exposure in Lubricant formulation/R&D, OEM Liaison, Product Portfolio, QC/Lab management, Brand Marketing, Sustainability initiatives, Business and Channel development, etc.

WORK EXPERIENCE

[ExxonMobil India](#) | Oct' 2011 – Jan'2023 | Mumbai & Bangalore

1. AP Product Technology Advisor Jun'21 – Jan'2023
2. South AP Brand Mkt Advisor – Auto & SGA Oct'18 to May'21
3. Global Automotive OEM Advisor Oct'11 to Sep'18

[Engine oil and lubricants for Trucks and Buses](#) | [Mobil 1™ India](#) – ExxonMobil India Products

- Exposure to Lubricants in Technology, Brand from global and AP market perspective
- Responsibility – Automotive Lubricants and greases – Engine, transmission, Hydraulic oils & specialties, SME for CV & MCO
- Development & deployment of lubricant formulations including componentry, Base stock optimisation & formulation flexibility
- Regulatory lubricant approval and listing support – API, ACEA, Local bodies like Indo SNI/NPT, China GB, etc
- Lubricant Operations – Product Claims, external claim language, Tech Info release, Sensitive product listings, GPIMS (internal QMS) audits, Integration of SAP Systems & processes
- Responsible for formulation implementation across AP regional plants (~10 plants including alliance, except Japan), Provide Ops support to Labs & plant troubleshoot related to formulations
- Marketing and Sales support (Internal & External) with product brochures, one pagers, PDS, Technical/Techno-Commercial decks, offer against request, Equivalent product offerings, etc
- Technical support - Incident investigation level 3, Vendor support for trouble shoot resolution, plant waivers, RM/inventory management, etc
- Subject Matter Expert for Internal & External Trainings – Automotive, Industrial and Greases – OEM Specs, Lubricant & Lubrication, Best Practice sharing, Product Knowledge courses, etc
- As Brand Manager, Responsible for entire Lubricant value chain - end to end product profitability, Budgeting and marketing communication.
- Design, develop & deploy Brand offer across consumer brand – Direction to Market research, Revenue management, competition positioning, legal provisions, TVC, Offline & online digital integration, press & media coverage, brand ambassadors & brand extensions, etc
- As Global OEM Advisor, Key responsibility of managing strategic global accounts/zonal OEMs (SGA) & important local OEMs from Technology perspective. Enhance relationship by bringing out value as core enabler during all interactions
- Understand OEM Specs, directional positions of OEMs & technology trends. Provide direction to formulators about market needs & requirement.
- Influence & lead cross-functional, cross cultural team which typically includes Marketing advisors, BDMS, Sales towards common goal of Global CVL strategy, which has often conflicting requirements
- Extensive customer facing and strategic roles with OEM/Customer, channel partner interactions, presentations, visit report management and key strategy initiatives

Shell Lubricants India | June 2008 to Oct 2011 | Chennai and Mumbai

[Industrial Lubricants & Engine Oils | Lubricants for Business | Shell India](#) – Shell Industrial Lubricants in India

- Positions - Regional Technical Manager and Lubricant Technical Advisor (ACGE, Metal, Power, Cement) – Regional position later elevated to Pan India position for Front Line Technical Support
 - Responsibility – B2B – Industrial Lubricants – Hydraulic, Compressor, Stationary diesel/marine power engines, greases, Steel, Cement, ACGE product lines
 - Deploy segment specific product offer, develop technical Proof of performances, product testimonials, value reports,
 - Distributor oversight for market activations, Identifying & manage new business, Cold & hot customer calls, Call management, Industrial survey for BD, etc
 - Condition monitoring & data interpretation with active customer engagement during issue resolution. Proactively communicate with R&D on component /product issues
 - Team member & influencer for deadline driven OEM handling involving troubleshoots
 - Complex Trouble shooting/Support, Field Related activities like Field Trial Matrix, OE Approval support, product testimonials, value reports, up sell, etc
 - Help up-sell, cross-sell internally & externally. Focus on Value added products & Services
 - Training & knowledge upgrade – For internal staff & external OEM & prospects
- The position aims to harvest and cultivate key accounts with focus team including distributor & sales. Exposure to Lubricant trouble shooting & managing key customer needs.

Bharat Petroleum Corporation (BPCL) | Jan 2002 to May 2008 | Mumbai

[Lubricants | MAK Lubricants | BPCL \(bharatpetroleum.in\)](#) – MaK Lubricant Products

- Position – Assistant Manager R&D – Lubricant R&D, Fuels (ATF, SKO, MS, etc) and Lab
- Responsibility – Industrial Products, MCO & Greases – Hydraulic, Metal working, Compressor, Process and MCO's, Heat Treatment, transfer & Quenching oils, Greases
- New product development including product development for strategic OEMs, Quality up gradation & cost optimisation of existing product
 - Formulation development suitable for OEM needs/specs & end application
 - Data generation, Additive screening using proprietary mechanisms, product testing and pilot blends for FT
 - Component validation for formulation optimisation like VII, PPD, FM, DI Packages, AF, Color, AW/EP additives, etc
 - Base oil optimisation, RM optimisation, Source validation, Vendor development
 - Field Trial for product establishment during development & stability, joint PD, product pricing and commercialization as E-to-E process
- Dedicated resource for monitoring industry spec changes (ASTM, SAE, ACEA, API, IP, BIS, OEMs – Local & international, etc), trends for updating internal staff of R&D
- Performance Validation & tribological behavior studies of Lubricant. Hands on expertise to evaluate Industrial & Auto Lubricants.
- Cross functional team member for developing specs in BPCL Base Oil Project
- Responsible for equipment procurement, maintenance, & commissioning of sophisticated Lab instruments, calibration, quality assurance, SOP management
- Quality control & routine co-ordination with lube oil blending plant for correlation of test methods, Round Robin ASTM test method participation, etc

This was core Research (Formulator) position primarily focusing on F&L R&D. New product development – retail & OEM, alternate RM, cost optimisation as focus areas. Exposure to fuels, refinery & lubricant products and managing 'Pure for Sure' program across SBU's

Samarth Engineering | 1995 to 2002 | Mumbai

[Samarth Engineering, Mumbai \(samarth-engineering.com\)](#) – Engineering manufacturers

- Position – Senior Engineer (Production) – Sales, PP, Budget Optimisation
- Responsibility - Design & fabricated Z shaped RO Models for L & T(OEM) using dedicated 'FabriWIN' Platform
- Manpower handling & management - Independently handled the plant operations in the capacity of Shift In-charge.
- Just In Time RM & process management

This was Production & Manufacturing role with exposure to Supervisory capability. Focus on cost optimisation using latest digital enabled techniques

Premier Auto (FIAT) India | 1994 to 1995 | Mumbai

[About FCA India Automobiles Private Limited | FIAT India \(fiat-india.com\)](#)

- Position – Graduate Engineering Trainee – Prod. Process (PP)
- Responsibility – Heat Treatment shop and Gear manufacturing
- Training in plant operations (Car Axle & assembly transmission Dept.)
- Management of JIT Heat Treatment of ~ 300 GB's per day

Fiat is prominent Global Automotive OEM and operated as JV with Premier. This role was embedded into PPC. Excellent training & exposure to Automotive Engine manufacture & Design Process, especially gearbox designs.

CERTS

CERTIFICATIONS EARNED

(Non-Exhaustive list)

- **e-Mobility & Electric Vehicle Engineering, IIT Madras, Ongoing (2023)**
- Executive Leadership Program UNC Kenan-Flagler Business School, North Carolina, USA, 2014
- K2M Industrial Product Expert, The Lubrizol Corporation, 2006

ACCOLADES (Non-Exhaustive list)

ExxonMobil

1. Development of EM Global CVL strategy for 2015-2025
2. Unrivalled Marketing Excellence award for innovative brand promotion 2020
3. Lubricant Technology Excellence Award for key global OEM wins'2017
4. Mobil Excellence award to build OEM Framework for India & Indonesia 2015
5. Appreciation award for local OEM win to support focus business 2014

Shell

1. Best Regional Technical Manager, AP Region, 2010
2. Special recognition award, 2009 for establishing product in new sector(Metal)
3. Cross-Sell / Up-sale Value award 2010 - replacing conventional products with synthetics across India

Bharat Petroleum

1. Chairman's award for development of formulation that provided significant business gain at OEM in record time, 2005
2. IDEAS 2007 – Innovative idea recognition award for development of eco-friendly product creating new business opportunities
3. Paper 'Novel non-borated MWF formulation and its impact on tribological behavior in application' at Tribology Society of India (TSI). 2005