

## C. P. GANATRA, P.E.

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### CURRICULUM VITAE

***Help share my knowledge of New Business Development and New Venture starting in Asia (for US parties) and in the US (for Asian parties) through facilitation***

Extensive experience of over 30 years in the following areas on the job has equipped me to become successful trainer (as qualified IP or *Industry Practitioner* as per AACSB nomenclature) at an academic Institution.

- Strategic Management
- International Management
- Strategic Marketing
- New Market Development
- Project Management
- Sales training / coaching
- New Product Development
- Leadership Development
- Relationship Management

### EDUCATION / PROFESSIONAL DEVELOPMENT

**MBA, General Management, 2009, Delaware State University, Wilmington, DE 2009**  
GPA-3.9/4.0

**Wharton School, University of Pennsylvania, 1996**

Competitive Strategies Program, designed for business managers/product leaders, to learn market segmentation techniques for new products as well as products in matured phase.

**Stanford University, California / National University of Singapore 1991**

12th Annual Executive Program that strengthened general management skills as well as ability to work in an international environment. **(An Intense three-week course)**

**New Jersey State, NJ USA Professional Engineer, (PE) 1985**

**MS, Chemical Engineering, Syracuse University, Syracuse, NY 1978**

**B. Tech., Chemical Engineering, , Indian Institute of Technology, Mumbai, India 1976**

### PROFESSIONAL EXPERIENCE

## SPECIFIC CONSULTING PROJECTS / EXPERIENCE

1. **Sang Won Machinery Limited, Seoul, S Korea.** Help setup infrastructure **Current** and maintain Sales/Customer support office in US/MEXICO for their Air Pollution Control System sales/support to US/Mexico Auto Industry
2. **INSTANT- OFF INC., Tampa FL,** Director of sales, Asia (part time) **Current** developing a sales/marketing opportunity (establish a strong distributor network) For Tampa Based water saving device manufacturer for South East Asia.
3. **GENERAL SERVICES INC., Georgetown DE USA:** **2012**  
Developed productivity improvement program for the management team.  
Trained the Sales team weekly for 3 months.  
Coached the management team weekly for six months.  
Taught a customized marketing training (market segmentation)  
Evaluated for the management an acquisition opportunity of an Aerosol can manufacturing unit for this company.
4. **NAIK ENVIRO LIMITED, Mumbai India:** **2011**  
Helped an Indian waste water treatment company to launch an Onsite / Decentralized / Packaged treatment plant for the USA market segment (18-22 months projects including plant trials and tradeshow participation)

**DELAWARE STATE UNIVERSITY, Dover DE (Main Campus)**

**2009-present**

***Visiting professor / Instructor (Full time)***

***2014 onwards***

Teach *Leadership Organization (MBA-605), International Management (MBA-625) and the Capstone: Applied Strategic Management (MBA-616), for MBA* as well as *Intro to Business(MGMT-100), Buyer Behavior(MKT-315), Promotional Marketing Strategy(MKT-407), Principles of Marketing (MKT-300), International Management(MGMT-440) and the Capstone: Strategic Management(MGMT-445) for Undergraduate*. Received strong reviews from the students.

Have Incorporated **Design Thinking** workshops (based of d.school at Stanford U) and **ERP Simulation** games for my courses. (mainly for 'Intro to Business' and 'strategic management)

Since 2015 I Have been a THOUGHT LEADER for *Design Thinking* and am conversant with *ERP simulation* games which work off of SAP platform . In 2015 Delaware State University became a Strategic partner with SAP – a market leader in enterprise application software and America's SAP Users' Group (ASUG) with the objective of becoming a *Center of Excellence in critical enterprise technological advancements*.

Continuously attempted to increase student engagement using *higher level learning principles* (Bloom's taxonomy) thus making course material more student centric and more interactive resulting in increased student comprehension.

Recently taught an **International management course to Disney Interns from France** (a three week Accelerated course) and got the top reviews.

**Adjunct Faculty (Part time)**

**2009-2014**

Taught for several terms per year, *Leadership Organization (MBA-605)* and *Applied Strategic Management (MBA-616)* core courses for MBA Curriculum in Wilmington, Dover DE campus as well as satellite campus in **Hanoi Vietnam** (Received rave evaluations from students)

**W.L GORE & ASSOCIATES, INC, Newark, DE**

**1978 - 2009**

**(MULTIPLE Positions during 31 year Career with direct sales impact of >\$160 Million)**

***New Business Development Leader,***

**2007 - 2009**

Co-developed a unique screening approach to New Business Development within Sealant division.

- Developed 13 new market segments and built a global leadership team.
- Screened new Pharma Market (API) identified as first important segment, developed an additional \$21M per year opportunity. **Trained Global sales team on strategic coaching.**

***Product Launch Leader, Universal Gasket Product,***

**2004 - 2007**

Co-responsibility for launch of Universal Pipe Gasket. **Trained the Sales team on strategic selling** approach followed by specific technical training.

- First product to exceed \$1M sales in its first year. Since its launch it has doubled first two years with about 40% growth the third year.

***NA Product Specialist, Flex Circuit, and Chip attach materials,*** **2001 - 2004**

Responsible for developing awareness campaign as well as business opportunity for Liquid Crystalline Polymer as well as chip attaches adhesive film in electronic packaging industry.

- Validated proto types with several electronic Materials companies / OEMs.
- Developed a strong awareness campaign with seven presentation / publications.
- Built a strong network of opinion leaders in the market place.

***Special Project Coordinator, Catalytic Filter for Dioxin,***

**1999 - 2001**

Responsible for developing market in FE for New Catalytic Filter System.

- Received a very large order from South East Asian Country Ministry for their Incinerator line.

***Business Leader, Far East, and South East Asia,***

**1992 - 1999**

Started Filtration division in Far East. Established offices in seven countries. (China, Taiwan, Korea, Singapore, Malaysia, Thailand, and India) with 25 new Associates over five years including 13 Field Sales Associates.

- Identified and completed a successful manufacturing joint venture in China.

- Increased sales tenfold in six years with sales per associates from \$100,000 USD to \$600,000 USD between 1994 -1998 with help of strong sales coaching.
- Moderated at International Conferences on Polymer Filtration and Environmental Pollution Control.
- **Conducted bi-annual technical training and taught in addition to product training, courses on “Strategic Selling” and “Sales Coaching.”**
- Helped build company image in five years as “Pioneer Air Pollution Control Equipment Company” in virtually New Geography.

***Global Minerals Market Specialist,***

***1987 - 1992***

Developed and implemented market strategies to go after minerals market opportunities worldwide. Traveled extensively all over the world visiting over 200 Cement and Mineral Plants worldwide.

- Introduced innovative concept to go after replacing alternate technologies in market place. Successful at capturing additional market share, thus increasing market size for technology.
- Recognized as “the Expert” in Cement Industry worldwide, in applying Optimized Filtration Technology.
- Served as a Consultant for selling Gore Products to Cement Plants worldwide.
- Increased market size over six-fold in four years.

***Senior Applications Engineer,***

***1982 - 1987***

***Development Engineer,***

***1978 - 1982***