



MR. SRINIVAS REDDY VINTA

Function: Managing Director, TÜV NORD Ltd., Thailand

Session: Challenges, Trends and Opportunities for Good Agricultural Practice Certification in the Region - A Panel Discussion with Asian CB's and AB's

TOUR Stop: Bangkok/Thailand, 17-18 October 2011

Profile

Date of birth: 10-01-1970
Marital status: Married
E-mail address: vsreddy@tuv-nord.com

Education: Master of Business Administration

1995-1997 University of Wollongong, Australia
Subject: managing people at work, marketing management, economic analysis of business environment, financial decision making, business ethics and law, managerial skills workshop, information systems for managers, account for managers

Specialization: Total Quality Management

Subject: Introduction to quality concepts, quality management, HRM and Total Quality Management, Management of Change, Employees and Industrial Relations, Organizational Analysis, Strategic Planning and Policy, Competitive Analysis

Bachelor of Engineering (B.E.)

1987-1992 Karnatak University, Dharwad, India

Specialization: Mechanical Engineering

Subject: Production Planning and Control, Mechanical Engineering, Design I and II, Turbo Machines, Power Plant Engineering, Heat Transfer, Production Technology I, II and III, Machine Drawing, Computer Programming and Applications, Industrial Engineering and Management, Instrumentation and Control Engineering, Theory of Machines, Mechanical Vibrations, Plant Engineering and Maintenance, Operations Research, Automotive Engineering (Elective)

Project: Design and Testing of Frictional and Wear Testing Apparatus; this project was carried out under the requirements of final year engineering. Project was aided and sponsored by Indian Institute of Science (IISc.), Bangalore

MBA (General)

- Study of group success factors
- Study of export factors in exporting custard apples to South East Asia and drafting a marketing strategy
- Hofstede Studies of Cultural Behavior in India and Australia
- Marketing Strategy for fast food service sector
- Business Ethics and Law

Specialization:

- ISO9000 implementation at BHP
- Kaizen implementation of BHP, Australia
- Management change at British Airways
- Planning or HRM Strategies and TQM practices for an organization in year 2007
- Organization analysis of Liverpool City Council, Australia
- Industrial analysis of Australian Telecommunications Industry
- Competitive analysis of Australian Telecommunications Industry

Professional

Qualification: Certified and Qualified Lead Assessor for ISO9001 Quality Management System. Certification obtained from Nigel Bauer & Associates, UK
Certified and Qualified Lead Assessor for ISO14001 Environmental Management System. Certification obtained from Marsden Environmental International, UK

Personal: *August 1992-January 1995*

Experience: **Company: Beekay Engineering and Casting Ltd.**

Designation: Senior Engineer

Major responsibilities were fabrication and installation of No-Bake flaskless moulding system. These include systems such as Fast Loop Conveyors, San Reclaimers / Dryers, Pneumatic San Conveyors, Hydraulic Systems. Other activities included and effective interaction with other groups and industries. The following are the major activities, which I had undertaken during my stay in the organization

Project Modernization: Modernization was being carried out in terms of technical improvement and replacing the existing machines with modern machines. (No-Bake flaskless moulding system). I was involved in training of workmen. I was given the responsibility of obtaining the design capacities of the new project through continuous training of workmen and process re-engineering

Reducing Production Bottle Necks: As part of the training programme, I was actively involved in reducing the production bottlenecks in order to improve and attain optimal design production capacities and reduce time and manpower factors. Issue involved were understanding work process and eliminating any steps that caused unnecessary cost and delay

Major Project: Being a certified auditor of ISO9001 documents, I was actively involved in writing of procedures and work instructions as per the requirements of ISO. Procedures and Work Instructions written including Design Control, Document Control and Control of Non Conforming Product. I was also actively involved in Internal Quality Audits of Documents

November 1995-January 1998

Company: Telstra Ltd. (Australia)

Designation: Operation Engineer

Major responsibilities were in charge of black town division of telecommunications. Responsibilities included the followings

Management of change: As the Australian Telecommunications industry was deregulated, Telstra was under-going changes both in terms of structure and strategy. I was actively involved in implementing these changes to meet the new competitive strategy of de-regulated market. Practical use of theories was utilized with Total Quality Management, Organizational Behavior and re-engineering as the basis for change

New Delhi | Mexico City | Cape Town | Sao Paulo | Cairo | Warsaw | Atlanta | Bangkok

Implementation of TQM & BPR as competitive advantage: The organization utilized Total Quality Management (TQM) and Business Process Re-engineering (BPR) as the base of competitive advantage. TQM and BPR were utilized for attaining economics of scale, innovation, process improvement, and improved customer service. Issue involved were PEST and SWPT analysis. Process Re-engineering, Reduction of Non-value Added waste, Process Improvement Methods, Process Task Analysis, understanding and measuring existing process, designing prototype and implementing it, development of prioritization matrix, task teams, transformation of the organization from function based to process based.

Issue of linkages to TQM and BPR with other organizational aspects such as roles, responsibilities, incentives, structures, organizational behavior etc. were also analyzed.

June 1998-October 1999

Designation: Professor Engineering Staff College of India

Work as Senior Faculty of Management and Technology Division
Program undertake

- Management of change
- Quality problem solving tools
- Management of change at Hyderabad Metro Water Supply and Sewerage Board
- Supporting faculty for Lead Auditors training for ISO 9001 and ISO 14001
- TQM for Maharashtra State Electricity Board

November 1999 till date

Company: TUV NORD

Presently working as Chief Operating Officer for TUV NORD South East Asia. Responsible for creating strategies of TUV NORD South East Asia. Performed around 655 audits which includes certification and surveillance audit.

Undertook responsibilities in leading international working groups to solve strategic initiatives.