

# Atul Minocha

## Specialties

- B2B and B2C experience in a broad range of industries, in small to large corporate environments
- Marketing and business strategies for growth
- Market analysis
- Competitive analysis
- Brand positioning and repositioning
- Product development and roadmaps
- New product introduction
- Strategic and tactical pricing
- Organizational linkages across marketing, sales, finance and operations
- Sales compensation plans
- Partnerships including joint ventures and channel partners
- International market development and partnering

## Where Atul Can Help Your Business

- Developing clear and concise business strategies to fit short term and long term goals
- Delivering comprehensive marketing plans
- Brand repositioning in response to changing market dynamics
- Pricing and price modifications for maximizing company goals
- Building comprehensive Go-To-Market strategies for new and existing products
- Integrating marketing function more effectively within the organization
- Identifying and developing marketing talent

## Success Stories

- Created a strong global marketing organization for a medical equipment manufacturer
- Rebranded existing products to co-exist with new digital products effectively for 20% growth in overall market share
- Developed and implemented comprehensive marketing strategies leading to market share and revenue growth in 6 out of 7 product categories
- Improved customer satisfaction by 11 percentage points in one year
- Led business strategy development and implementation for a declining, loss-making business. Operating margin improved from -8% to +12% in 3 years



### Executive Positions

President, AuntMinnie.com

VP & CMO, Kodak Health Imaging

VP & CMO, Smith & Nephew Orthopedics

General Manager, Covance Cardiac Safety Services

Director of Product Management, Honeywell Automotive

Senior Marketing Manager, Cummins Power Generation

Marketing Manager, Toyota

### Education

B.Tech. in Mechanical Engineering, Indian Institute of Technology

MBA, Yale University

Executive Education in e-Business, Kellogg School, Northwestern University

### Contact Information

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# Atul Minocha Biography

Atul Minocha has over 25 years of marketing and general management experience in small, medium-sized and large corporations, including his own start-ups and as an angel investor in start-ups. His experience spans across a wide variety of industries including automotive, industrial machinery, auto parts, medical equipment, medical devices, services, hospitality, clean energy, technology, financial services and hedge funds etc.

Atul started his career with Toyota and helped them set up their manufacturing and marketing organization in India. After moving to the United States, Atul helped Cummins Engine Company grow its consumer products business in Europe and the Far East. Building on that experience, he led the company's efforts in global product development and management. He continued his marketing career with increasing responsibilities of product management at Honeywell followed by Chief Marketing Officer role at Kodak's Health Imaging division.

After leaving the large corporate world, Atul has been actively engaged in entrepreneurial ventures of his own as well as an investor in start-ups. He has also partnered to start a long-short equity hedge fund based on his own analytical model.

Atul is Professor of Marketing at the San Francisco campus of internationally ranked Hult International Business School. Previously, he was Associate Professor at a 4-year liberal arts college in Lake Tahoe.

Atul comes to Chief Outsiders with this multitude of diverse experiences ready to share and help growth and medium sized companies to achieve their goals and aspirations in a cost effective and efficient fashion.

Atul has Bachelor of Technology degree in Mechanical Engineering from the Indian Institute of Technology, Delhi, India and a Master's in Business Administration from Yale University in New Haven, Connecticut. He has also completed an executive education program in e-Business from the Kellogg School of Management at Northwestern University in Evanston, Illinois.

Atul divides his time between Reno, Lake Tahoe and the Bay Area.

