

## **T. (SOMA) SOMASUNDARAM**

6570 Petunia Place, Carlsbad, CA 92009. Email: soma@sandiego.edu

Voice: 619.260.4889; Mobile: 760.845.1651; Fax: 760.476.2734

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### **Professional Experience**

Extensive consulting experience with major semi conductor, automotive, packaged foods, tradeshow and financial services businesses. Consulting engagements have primarily involved strategic marketing analyses and cost reduction approaches in the supply chain. I have demonstrated the ability to use rigorous quantitative and qualitative survey research methods to assess opportunities and then effectively articulate key findings to senior management. Results of consulting engagements have resulted in significant positive bottom line impact for clients.

### **Executive Experience**

#### **Equity Management Inc., San Diego, CA**

April 2002 – June 2003

Director of Marketing. Report to CEO and manage all Market Research, Brand Assurance and Marketing Services function for the largest corporate trademark-licensing firm. Oversee department of over 15 specialists and direct Marketing support to drive client acquisition strategies (General Motors, DuPont, Kellogg, Unilever etc) and Licensing Sales strategies. Support CEO in ongoing corporate initiatives.

#### **LOPIN Limited, Osogbo, Nigeria. Chief Marketing Manager**

August 1981-August 1982

LOPIN was a leading manufacturer of extruded and injection molded PVC products in West Africa.

#### **Hindustan Lever Limited, Bombay India. Area Sales Manager**

June 1980-June 1981

Hindustan Lever is a subsidiary of Unilever Ltd. Worked in Detergents and Animal Feed Divisions.

#### **Ballarpur Industries Limited, New Delhi, India. Special Executive to Vice President – Paper Division.**

May1979- June1980

Ballarpur Industries Limited (BILT) was the second largest manufacturer of pulp and specialty paper in India.

### **Major Consulting Engagements:**

**Flextronics Inc., San Jose, CA.** April – August 2001. Flextronics is the sole manufacturer of Palm brand Personal Digital Assistants (PDAs) and a major contract manufacturer for HP, Ericsson and Microsoft. Led investigation of the size and scope of the handheld computer business worldwide. Study subsequently focused on defining the features and functionality of handheld computers over the next five years.

**Cymer Inc., San Diego, CA.** May – June 2000. Cymer is leading manufacturer of “deep” UV lasers used in the semi conductor chip manufacturing business. It recently elevated the Vice President of Sales and Marketing to President and is striving to become more customer focused. Assisted the Senior Vice President of Process Quality and the Director of Quality and Compliance develop quality metrics to aid realignment of business processes to better ensure customer satisfaction.

**Nicholas-Applegate Capital Management, San Diego, CA.** April – June 2000. Working with Vice President of Global Marketing and Head of Enterprise Marketing in upgrading marketing capabilities of personnel in a new department.

**Nacco Materials Handling Group, Inc. Portland, OR.** April-September 1999. Worked with CEO and VP Worldwide Manufacturing to conduct diagnostic of \$1.1 billion direct materials purchasing function at major multi-national manufacturer of lift-trucks (Yale, Hyster, and Nissan). Study conducted in partnership with Doyle Consulting Group (Doyle) determined opportunity to save \$37 million in 30 months. Led survey of over 400 major suppliers in Americas and Europe. Response rate in excess of 50% captured over 80% of annual spend. Results showed overwhelming supplier willingness to participate in initiatives to reduce cost and cycle time and improve quality and technology utilization.

**Quaker Oats Company, Chicago, IL.** April-November 1998. Diagnostic study of \$1 billion indirect-materials

## *Resume of T. (Soma) Somasundaram*

procurement program in partnership with Doyle. Client was represented by Sr. VP of Supply Chain and heads of Cereals and Gatorade Divisions. Identified \$70 million savings opportunity. Client announced major initiatives to capture identified savings as part of comprehensive restructuring effort in September 1999 and subsequently realized significant savings ahead of schedule. Led survey of over 600 suppliers. Results identified areas of significant weakness in various corporate departments, manufacturing plants and distribution centers. Led evaluation of contractual relationship between Quaker and advertising agency responsible for Spanish language promotion. Recommended methods to secure greater accountability from the agency.

**GES Exposition Services, Las Vegas, NV.** April-November 1998. GES is a unit of **Viad, Corp.** and the largest general contractor (approximate 1998 revenues \$550 million) of trade shows and other events (Comdex, Atlanta Olympics 1996, Republican National Convention 1996). Worked with CEO and Sr. VP Operations and led investigation of new business opportunities in partnership with Doyle. Recommended the creation of an independent business unit to capture and manage approximately \$72 million in new freight business. Led investigations of possible technology partners to support new business unit such as Caliber Logistics, Ryder and i2 Technologies. Worked with head of new business unit and segmented exhibitor market. Conducted a follow-up survey to investigate behavior of large and medium sized trade-show exhibitors and likely response to new services offered by the client.

**Prolog Logistics, Inc., La Jolla, CA.** January – April 1999. Worked with CEO of small high technology fulfillment company to identify new business opportunities. Established dialog with high volume/high technology manufacturing firms in San Diego such as Qualcomm and Hewlett-Packard Company.

### Academic Experience

**School of Business Administration, University of San Diego, San Diego, CA.** Tenured Associate Professor since September 1994, Assistant Professor, August 1988- August 1994.

- Regularly recognized for excellence by Graduate Business Students Association. "Outstanding Graduate Faculty of the Year" 1998, runner-up twice before.
- Research Committee – 1994-1997; Chair 1999 – 2001; 1996-97. Managed a budget of over \$500,000. Streamlined grant application, review, award and post-evaluation procedures. Liaison with Committee for Protection of Human Subjects; Established procedures to safeguard integrity of scholarship.
- Business Development – 1997-1999. Chaired task force to identify corporate clients to host targeted off-campus MBA programs. Identified emerging threats to on-campus MBA program. Led team to create innovative and rigorous, accelerated MBA program for **Cymer, Inc.** Sold program, designed cross-functional course schedule and populated first cohort with 30 engineers/scientists with mean GMAT>600 in less than four months. Continued to participate in efforts to create M.S. in Global Leadership for **United States Navy** (third cohort now in program) and M.S. in Executive Leadership co-branded with the **Ken Blanchard Companies** (fifth cohort now in program).
- Appeared as "Marketing Expert" on numerous television, radio news and business-news broadcasts. Helped in establishing name recognition for the University of San Diego.

### Education

University of Wisconsin-Milwaukee, Milwaukee, WI

Doctor of Philosophy (Ph.D.) in Management Science (Marketing/Consumer Behavior) 1989

*Dissertation Award – Wisconsin Gas Company, 1988.*

University of Saskatchewan, Saskatoon, Canada

Master of Business Administration (MBA), 1983

Panjab University, Chandigarh, India

Master of Business Administration (MBA), 1979

*-Founded and ran co-op dining facility in men's hostel*

*-Established and managed career services activity for graduating class.*

University of Delhi, Delhi, India

Bachelor of Arts (Honors) in Economics and Mathematics. - 1977.