

# S K Dogra

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Strategic Business Leader | 30+ Years of Industry Expertise | Project Sales

## BRIEF OVERVIEW

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Deep industry experience across **panels, MDF and value-added surface products**. Expert in driving project sales through specification-driven demand from institutional and government establishments. Handling and marketing of MDF products and its variants **since 1991** across complex **interior-exterior, rail-road, and industrial applications**. Built and scaled sales at **Nuchem, Nuwud, Greenply Industries, Amul Group, and Archit Nuwood Industries**.

## CORE COMPETENCIES

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**Project Sales:** Attain rate contract, works contract, approvals, registrations and specification-driven sales to contractors  
**Product Strategy:** Capture premium segments while protecting base volumes through a balanced portfolio approach  
**Quality Inspections:** Pull quality benchmarks to enable institutional specification wins and to de-risk market acceptance  
**Commercial Readiness:** Establish stable operations through effective plant-to-market alignment for project sales  
**Market Activation:** Drive effective interactions and follow-ups with A2G/decision makers for demand generation through specifications  
**Multi-Channel Sales:** Build and scale sales across projects/PMC, OEMs, tenders and trade channels to ensure sustained demand  
**Margin & Cost Optimization:** Enhance profitability through optimization and disciplined operating cost control

## KEY IMPACT HIGHLIGHTS

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- Led **project-driven MDF launches**, aligning production with specification-led demand to achieve rapid market acceptance and controlled inventory.
- Secured **product approvals and specifications**, securing large-scale business across government, institutional project pipelines, OEMs, and consultant networks.
- Expanded presence across **A2G segments** with HDF, WPC, acrylic laminates, HPL, and ACP, enhancing market reach and improving blended margins.

## PROFESSIONAL EXPERIENCE

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### Independent Industry Consultant

*Advisory – Panels, Wood Substitutes, Furnishings & Allied Sectors*

*Sep 2022 – Present*

- Provide strategic advisory across **project sales, tendering, product positioning, and manufacturer's readiness** comprising specification-driven market entry and institutional project pipelines and developments.

### Archit Nuwood Industries

*National Business Head*

*Jun 2020 – Sep 2022*

- Led commercialisation of a **360 CBM/day MDF plant**, aligned production output with specification-led demand for rapid market acceptance. Established **plant-to-market protocols** and strengthened business from contractor converter networks.

### Amul Group of Companies (Amulya Mica, Amul & Amulya WPC)

*Business Head*

*Apr 2016 – Jun 2020*

- Managed **multi-product portfolio** including plywood, laminates, WPC, HPL and emerging MDF/ACP segments. Led **project sales, OEM engagement**, and new product introductions across government establishments.

### PCM Care JV

*Business Head*

*May 2013 – Apr 2016*

- Led business across **Railways, Defence, NHAI, Metro** and other A2G segments, with strong focus on **tender-driven and institutional sales**.

## Greenply Industries

*In-Charge, Centralized Business Development Cell*

*Apr 2006 – May 2013*

- Led **strategic marketing and business development** for Plywood, Laminates, MDF and HPL including **specification marketing, product approvals**, and coordinated project sales.

## Nuchem Ltd.

*Sr. Manager (Business Development)*

*Jun 1991 – Apr 2006*

- Drove early **MDF applications, market development, approvals**, government/rate contract sales and works contract, etc. on national basis.

## Earlier Roles

*Jul 1984 – May 1991*

- **The Indian Plywood Mfg. Co. Ltd.** (Aug 1987 – May 1991) – Drove project sales, identified new market segments including classroom furniture, and managed specification-led project sales to various organizations.
- **Harrison Locks** (Jul 1984 – Aug 1987) – Managed institutional sales to DMS, Delhi Police, DDA, CPWD, MES, ITDC, NBCC, Hospitals, Super Bazar, etc.

## EDUCATION & TRAINING

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**Education:** M.Com (Business Administration), B.Com (Hons), Diploma in Personnel Management

**Certifications:** FSC CW COC, GRIHA, IGBC, CARB/BIS awareness, IMS, TQM

## VALUE PROPOSITION

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- Bridges manufacturing output with specification-driven demand, ensuring strong market alignment.
- Proven ability to secure approvals, drive project sales, and scale new product categories.
- Strong command over quality systems, certifications, and institutional sales processes.
- **Execution Excellence:** Hands-on, execution-driven approach from strategy through to on-ground delivery.