



Lt. Commander Md. Usman Bin Ali (Retd.)

TOP MANGEMENT PROFESSIONAL – Director / CEO/ Business Mentor

An **IIT**-ian(Kharagpur) and **ISB**-ian(Hyderabad) with **nearly 25 years'** rich experience and impressive success story in achieving **revenue, profit, and business growth** objectives of leading organizations in diverse industries of **Power, Telcom, Railways, Airport, Shipping, Construction, Engineering, Interior and Roadways.**

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Profile Summary

- **Strategic Leader** with proven success in rolling-out winning strategies that produced **top & bottom-line growth** even in economical adversities across variety of Businesses.
- **Transformed non-performing business units** into top-performers; delivered **multi-fold growth** of CAGR (Compound Annual Growth Rate), EBITDA & market share in rapidly changing markets
- Merit of managing **large-scale projects & build, transform and lead high performing teams, which can deliver extraordinary results**
- Exhibited success in envisioning, delivering insightful & **innovative business solutions** through corporate & business strategy planning, shaping future course for the organization and introducing innovative & cutting-edge business solutions
- Fusing **entrepreneurial drive** & vision to identify organizational strength/ weaknesses to redirect missions
- Pivotal in **turning around underperforming business** and enhancing the value of operating business units through process improvements focused on sales & best practice identification and implementation
- Avid traveller who extensively travelled PAN India and gained experience to lead and manage diverse & multi-cultured backgrounds.



Core Competencies

Strategic Planning & Leadership
Revenue & EBITDA Growth
Start-up & Turnaround Management
Change Management
New Business Development
P&L Management
Budget & Policy Development
Strategic Alliances & Partnerships
Operational Excellence



Notable Accomplishments Across the Career

- Steered Vertical from an **Order book of 65 Lakh to 2200 crore.**
- Handled **800+ manpower teams** across PAN INDIA
- Knowledge of all Support function of Business. Had Heads of **HR, Administration, Business Development, Tendering, Commercial, Finance & Accounts, Project, Logistics, Planning, Stores, Audit, Training and Legal** reported directly.



Key Result Areas:

- Formulating, developing and implementing yearly business strategies for ensuring attainment of revenue goals & profitable sell-through
- Established organizational vision and developed & implemented long-term growth strategy
- Reinvigorated the company and created a more responsive & market-driven organization resulting, by revamping the business model & strategy
- Developing:
 - Forecasts, conducting SWOT analyses & planning sales cycle globally
 - Strategy & roadmap for organizations international expansion
- Developing new business strategies & leading to an increase in business
- Amplified revenue margins by multi-folds by restructuring sales processes and improving operational efficiency
- Conducting business, vision building exercise; communicating vision & values throughout the Organization and direct all efforts towards realization
- Formulating organization structure for functional clarity and command chain
- Developing systems, procedures and processes directed towards achieving business goals
- Creating Manufacturing facilities with contemporary and futuristic Technology
- Initiating and reviewing CSR activities in the company
- Managing Finance, Tax, Risk and Facilities Management



Soft Skills





Career Timeline



Organizational Experience

Director and Business Consultant

Jan'18 till date

Hue Designs/ LPPL/Hue Designs/ Swathi Pvt. Ltd./ Kabir Octalex/Singh Infra
And many more companies

- Showcased excellent aptitude while contributing as following:
 - **Director** at Kabir Octalex Infra Pvt. Ltd- A start-up infrastructure company (formed in Nov 17), started with support from ISB alumni. Pivotal in total organizational setup, business strategy & development.
 - **Director** for Lattix Projex Pvt. Ltd., A company started with retired defense officers & conducted business till **27 crores** in trading & supply of equipment
 - **Consultant** at Hue designs and ANDO: Business Process consultant for the Architect and Interior designer premier companies of Hyderabad, who has designed 5-star hotels like Avasa International, Bapu Ghat, Durgam Cheru surrounding etc.
 - **Consultant** at Swati Infra Pvt. Ltd.: A Power infrastructure company doing projects in Gujarat; helping in Business development and funding support
 - **Consultant** in Pragathi Education society: A Start-up with a concept for learning through activities and games in Kids through a Pre-school
 - **Consultant** in fitness studios, support in development of business in Health start-up.
- Developing effective Business Performance Mgmt. and Communication system through various MIS

Significant Accomplishments:

- Acquired **47 crore of business** within 5 months of formation.
- Steered efforts in total organizational set-up, business strategy and development
- Working as Consultant in 3 companies, helping them in business development & organizational planning

CEO

B S Ltd., Hyderabad

Jan'12 – Dec'17

Role:

- Managed **800+ crore business**, Tending, Business Development, profitability, team building, resource allocation, Inventory, finance and commercials.
- Steered project of **world highest configuration 1200 kVA Project** for PGCIL, **rechurned the project** from termination, into completion of value 350+ crore
- Led **23+substation commissioning, 1500+ Kms** of T/L line of 400 kVA, 220 kVA and 132 kVA and 800+ crores worth of **11/33 kVA distribution** and feeder networks PAN INDIA

Business Head

Aster Pvt. Ltd., Hyderabad

Jul'06 - Dec'11

Significant Accomplishments:

- Exhibited excellence as Business Head of transmission/ Telecom for **value of 2200 cr.** of **700+ skilled manpower**; established training/ skill development cell, and **trained 250 unskilled employees**.
- Pioneered the establishment of Joint Ventures with various Private sources like **Reliance, Deepak cables, Jindal Steel Ltd, Sterlite(Vedanta), Tata Power** etc.
- Successfully developed business worth **1000+ crores** in distribution and substation sector in APTRANSCO, MSEDCL, MSETCL, UPPTCL, OPTCL, JSL, Vedanta, HVPNL RRVPNL, KSEB; engaged in strategy, client engagement & stakeholder management (negotiations, **partnerships**, funds raising), building organizational structure& cross-functional teams (Tendering, Commercial, Projects, Finance, Admin, HR, Costing, Training, Audit)
- Forged over **1500 Sites for GSM implementation** of various customers PAN India

Defense Officer and Dockyard GM

Indian Navy

Jul'97 – Jun'05

Significant Accomplishments:

- **Conferred with Runner up trophy for Best Cadet** at Naval Academy training – 1998
- Handed Quality Control/Assurance for **entire dockyard with 117 departments**
- Facilitated Quality circles in Dockyard and my **team represented international conversion in Singapore**; Engineering Officer on warship INS Ranvir; 2004- awarded by Commander-in-Chief, Eastern Command for dedication to duty for **outstanding performance in works**.
- Headed biggest department with manpower of **800 employees** of Machine Shop, Foundry, Forging for repair and maintenance of ships and submarines

Academic Details



Management Program (2017)



MBA-2003



Pursuing Ph.D. (2025)



M.S(2005)



B.Tech.(1997)

- **Senior Management Program (One Year Course)** from **Indian School of Business**
 - **President:** ISB Infra club (**unanimously elected** by student body to hold its **highest leadership position**)
- **MS** from JNTU; Developed mounting for **Indian Navy** in collaboration with **IIT-Kharagpur**
 - **Saved exchequer 67 crores** from import of mountings from Russia
- **MBA (Marketing)** from Andhra University
- **B.Tech.** from Nagarjuna University:
 - **Best Outgoing student-** Mech
 - Represented University in Football
 - TV Quiz show "**PratibhaVantadu**" runner up
 - **Conveyor AFOSEC:** redesigned event to maximize student engagement and boost participation by **100%**
- Received **All India Rank** for standing among **0.1% students** in Physics in **High School**

Verticals Expertise

Strategist and Entrepreneur in Fitness and Education Business	Non-Fund and fund-based Management for Business Through Banks	Fund Raising for Business	Project/ Contract Management in Power/ Telecom Engineering Applications
Networking and Liaison in Various Private and Govt. Organization	Cash Flow Management in Multiple Projects	Business Development in Power Business and Road Business	Operations Management in Industrial/ Corporate Units
Production Management / Quality Assurance in Customized Equipment	Supply Chain Management of Engineering Equipment for Naval Ships	Fire Fighting & Disaster Recovery Management Onshore & Offshore Units	HRD/ Admin. Labor / Union Interactions, Training of Personnel
Commercial and Finance Management in Power & Telecom Sector	Strategic Management in Power and Telecom Sector		

Trainings Attended

Production:

- Industrial Automation, Mar 2005
- Noise & Vibration, Oct 2003
- **E-manufacturing**, Oct 2002
- Workshop on Quality Circles, March 1997
- Entrepreneurship Awareness, April 1996
- Safety & Fire Fighting and NBCD, Apr 1999
- Watch keeping Certificate, Sep 1999
- Marine Engineering Specialization Course, Mar 1999

Quality:

- Six Sigma, Jan 2007
- **Lead Assessor Course**, Dec 2006
- Internal Auditors Course, Jul 2006

Management:

- **Conflict Management & Team Building**, Nov 2001
- Naval Orientation Course, Nov 1998

Extracurricular Activities

- **Fitness and Running:** **Reduced 10 Kgs weight in last 6 months** by running, swimming and cycling and plan to lose another 6 Kgs @ 1.5 kgs/month
- Contributed as member of BNI supporting M/s Hue designs in **Business development** and **process setting** in construction business; took the company from **50 Lakhs/annum to 5 crores/annum in 2 years**
- Doing community service and is President of the Society of 380 residents.
- Attained **300+ certificates** in athletics and curricular activities in inter-college, inter-school completion

Personal Details

Languages Known: Hindi, English, Telugu & Urdu

Marital Status: Married

Nationality: Indian

Driving License: International