

# Raghavan Sampathkumar

Seasoned Agribusiness professional with 360° understanding of the complex Political, Environmental, Socio-Economic and Cultural dimensions of Ag-Food Value Chain

---

## CAREER SUMMARY

- Passionate yet feet-on-the-ground professional working in the **Food-Agri-Animal industries in Asia**
- Earning my stripes for over **11 years** working across the **developing Asian** and **developed** countries
- Worked in **Agro-inputs (Seeds/Fertilizers/Chemicals)**, **GMO**, **Animal Nutrition & Commodity trade** subsectors
- Secured **High Distinctions** in my Master of Agribusiness degree from **University of Adelaide, Australia**
- Hands-on experienced in **Market Research; Communications; Advocacy; Public & Media Relations**
- Write regular **commentary/columns** on “**4F**” (**Food, Feed, Fiber, Fuel**) trends, **Sustainability, Food Security**
- Participate actively in discussions on these issues through various **online social media and blogs**
- Adept in appreciating and working cohesively with diverse, **multicultural, multiethnic** group of people

## ACADEMIC CREDENTIALS

2009	Masters in Agribusiness	University of Adelaide, Australia, <b>First class with High Distinctions</b>
2003	MBA (Marketing)	Tamil Nadu Agricultural University, Coimbatore, India, <b>First class</b>
2001	Bachelor of Agriculture	Tamil Nadu Agricultural University, Coimbatore, India, <b>First class</b>
2001	PG Diploma in Advertising	Institute of Communication Management, Bangalore, India

## CAREER PATH – CURRENT

---

Own the regional role overseeing **14 Asian countries** and starting from scratch:

*Feb 2014 to  
Present*

**Director –  
Stewardship &  
Sustainability  
- ASIA**

An Agri-food  
industry  
association,

SINGAPORE

- **Developed** and currently **driving regional strategies (2020 & beyond)** on Stewardship & Sustainability in line with the global objectives
- **Project Management**
  - **Designed & managed sustainability-focused projects** at regional & country levels to secure industry's License to Operate
  - With a **US\$ 360,000** annual budget, **managing projects end-to-end** ensuring full compliance to **anti-trust/anti-corruption laws (FCPA)**
  - Established **guidelines & best practices** and acting as the **mentor** for the country-level associations and partners on effective planning, implementing, monitoring & reporting of projects
- **Thought Leadership & Policy Advocacy** - Leveraging the efforts & investments to influence
  - Public perception, reputation & trust on the industry
  - Regulatory/policy frameworks relating to food security, food safety, environment, sustainability, livelihoods - resilience & prosperity
- **Stakeholder Management & Outreach**
  - Mapping (internal/external) to drive targeted engagement programs
  - Foresight - Proactive issue sensing & crisis management
  - Introduced new & innovative concepts (e.g. mobile platforms, apps)
- Creating & nurturing **partnerships** across the **Ag-Food Value Chain** for
  - Project implementation (NGOs); knowledge support (e.g. Global GAP); Donors/Funders (e.g. USAID, GIZ); CSR foundations
  - Inter-governmental organizations (e.g. FAO, ASEAN); Industry/trade associations (e.g. Fertilizer, Feed); Farmers / Producer Cooperatives
- **Public/Media Relations** – Establish working relationships to showcase the impacts and increase the visibility of our efforts through
  - **Writing articles/columns** in major publications/online media
  - **Speaking** in relevant events & conferences at regional/country levels

## CAREER PATH – ENTREPRENEURIAL VENTURE

---

<i>Apr 2011 to Present</i>	Turned an entrepreneur having sensed the niche opportunity and founded the company positioning it exclusively for <b>MR in Food &amp; Agribusiness in South Asia</b>
<b>Founder &amp; Principal Consultant</b>	<ul style="list-style-type: none"><li>Offered <b>end-to-end MR services</b> to my direct clients from concept, design, methodology &amp; tools, field work, data analysis to final reporting</li><li>Worked as a <b>contractor with global agricultural MR companies</b></li><li>Handled many <b>qualitative &amp; quantitative</b> projects focusing mainly on the <b>rural &amp; agri stakeholders</b> e.g. farmers, inputs distributors etc.</li><li>Managed to <b>grow</b> the company from <b>one person with one client</b> to <b>multiple clients with 10+ associates and partners</b> in 2 years.</li><li>Handled all the functions including finance, people management, new business development and client servicing in the company.</li></ul>
SMARTAgBiz - A boutique Agribusiness Market Research Consultancy ( <a href="#">Link</a> )	

---

## CAREER PATH – CONSULTING / FREELANCE

---

<i>APR 2011 to JAN 2014</i>	Owned the role and started from scratch to <b>promote Canadian agri-food exports</b> in key markets - <b>South Asia, China and Africa</b> – I worked on:
<b>Consultant – International Marketing</b>	<b>Strategic Market Advisory</b> <ul style="list-style-type: none"><li>Leading the <b>Brand Canada</b> initiative – for pulses in South Asia</li><li><b>Market Entry</b> - Identifying potential unexplored opportunities<ul style="list-style-type: none"><li>New applications in Foods &amp; Livestock Feeds</li><li>New Product Development with food technology research institutes</li></ul></li></ul>
SASKATCHEWAN PULSE GROWERS, CANADA  <a href="http://www.saskpulse.com">www.saskpulse.com</a>	<b>Market Intelligence – Research &amp; Analysis</b> <ul style="list-style-type: none"><li>Delivered comprehensive Market/Competitive analysis of the pulses market</li><li>Organized need-based MR projects (Qualitative &amp; Quantitative)</li><li>Shared regular updates on production, imports &amp; prices of commodities</li></ul> <b>Marketing Communications &amp; Promotion</b> - Managed a budget of <b>C\$ 360,000</b> <ul style="list-style-type: none"><li>Organized <b>360° marketing programs</b> (ATL &amp; BTL) focusing on <b>Processed Food, ingredients, Food Service</b> and <b>HORECA</b> sectors <a href="#">Link</a></li><li>Led the <b>Marketing Communication</b> function including designing <b>brochures, literatures &amp; ads</b> and managing <b>websites &amp; social media</b></li><li><b>Wrote articles &amp; columns</b> on magazines, blogs &amp; conference souvenirs</li><li>Represented in <b>trade shows, fairs &amp; conferences</b></li><li>Acted as the <b>Spokesperson</b>, <b>liaise &amp; network</b> with stakeholders (e.g local trade, companies, regulatory authorities &amp; industry associations)</li></ul> <b>Trade Policy &amp; Market Access</b> <ul style="list-style-type: none"><li>Shared regular updates on key macroeconomic, <b>regulatory, agri-food trade policy</b> and <b>Market Access issues</b> from <b>Asia</b></li><li>Provided comprehensive <b>cultural, political &amp; social perspectives of doing business in Asia</b></li><li>Worked with the High Commission and Canadian national associations on import related policies including <b>tariff &amp; non-tariff</b> issues</li><li>Organized and/or provided necessary support for <b>Trade Missions</b> <a href="#">Link</a></li></ul> <p>Some of the highlights of my work are:</p> <ul style="list-style-type: none"><li><b>Generated business leads</b> from large corporates in <b>consumer retail, wholesale cash &amp; carry</b> segments, <b>food service / HORECA</b> sectors to establish business partnerships with the Canadian exporters. <a href="#">Link</a></li><li>Participated in the <b>trade missions in Sri Lanka &amp; Bangladesh</b> in Mar 2012 for promoting Canadian agri-food exports. <a href="#">Link</a></li><li><b>Won first prize</b> in an international quiz competition in Dubai in 2012 <a href="#">Link</a></li></ul>

---

## SAMPLES OF WRITINGS

- **Blog series:** Hey 'Ag'... What's your pension plan? [Link](#)
- Why Bill Gates is right about consumption? [Link](#)
- How can food chains in Asia become scandal-proof? - Food Chain Journal, UK [Link](#)
- AAA's of Food – Published in Global Milling, UK [Link](#)
- Food security and the importance of science-based regulations - CropLife Sri Lanka [Link](#)
- Seeds of Change – An article on the souvenir of the Indian Seed Congress 2013 [Link](#)
- An Open Letter to the Chief Economic Advisor, Govt. of India - Crop Circle India [Link](#)
- 51% FDI allowed in multi-brand retail in India: What to expect in reality? - Redfox blog [Link](#)
- Impacts of drought in US mid-west on the global food market - Redfox blog [Link](#)
- Is agribusiness the preferred career choice for young Indians? - Redfox blog [Link](#)
- Washroom Hierarchy – What it means in the Organizational Culture [Link](#)

## INTERVIEWS IN MEDIA

- Pulses Market Outlook - The Western Producer magazine Canada [Link1](#) [Link2](#) [Link3](#) [Link4](#)
- Marketing Pulses in South Asia - International Food Trader magazine [Link1](#) [Link2](#)
- India: Domestic drought looms larger than global food crisis - with Global Post magazine [Link](#)
- Mergers & Acquisitions in the Global feed and grain Industry - Asian Feed Magazine [Link](#)

## PUBLICATIONS - Research Papers / Briefs

- The 31 Cities in India – A Food and Drink Exporter's Guide to the Potential of India's Best First and Second Tier Cities - for USDA with Promar Consulting, Japan [Link](#)
- Trade policy briefs on - Bio-fuels [Link](#) & High Food Prices [Link](#)
- **Food Vs Fuel: Current Food Crisis** – IIPM, The India Economy Review 2008, Vol. V, 30 Sep 2008 [Link](#)
- Working paper on **High Food Prices in India: Factors, Consequences and Mitigation** [Link](#)
- Articles on **Canada's pulses industry** in the conference souvenir of Global Pulses Conclave 2012 and in **Commodity India** magazine's Dec 2011 pulses special issue [Link](#)

## PREVIOUS WORK EXPERIENCE – ASIA PACIFIC

APR 2009  
to  
Mar 2011

### MARKET ANALYST – ASIA PACIFIC

NOVUS  
INTERNATIONAL  
PTE LTD,  
THAILAND

[www.novusint.com](http://www.novusint.com)

Owned the role and started from scratch to establish the MR function to analyze and provide business-critical inputs on the diverse **livestock, grains, food, feed & agro-commodity verticals across 14 countries in Asia.**

- Supported the Regional Director for **APEC regional business planning** through comprehensive country/species market potential analyses
- Developed **comprehensive Market Profiles** of **Grains, Oilseeds, Meat & Livestock and Feed** sectors to support **country business plans**
- Performed **pre-launch market & competitive analyses** for successful launch and positioning of new products
- **Designed & managed need-based MR (qualitative & quantitative) surveys**
- **Published briefs & presentations;** Written articles & market commentaries [Link](#)
- Introduced an easy-to-use **Graphical Executive Dash Board** as a ready reference on **Key Industry Indicators** on major APEC markets
- Assisted the **Global Methionine business** for better **demand forecasting** by providing consistent, quality data from Asia Pacific region
- Worked with **Boston Consulting Group** on a syndicated study on Global Methionine demand estimation & forecast in 2010.

## PREVIOUS WORK EXPERIENCE – INDIA

MAR 2006  
to  
JUN 2007

### STEWARDSHIP MANAGER

MONSANTO  
INDIA LTD

[www.monsanto.com](http://www.monsanto.com)

In the newly-created role, supported the country GM Cotton (Bt) business through

- **Public / Media Relations** – Built successful relationships with all stakeholders
- **Regulatory Affairs** – Worked on capacity building on **Techno-Legal** aspects - Environment Protection Act and Biotechnology
- **Marketing Communications** - Provided industry-level strategic inputs for joint marketing initiatives with trade partners
- **Market Analysis / Intelligence** - Industry analysis (Global & National), macro-economic data and market share of sub-licensees & competitors

Some of the accomplishments in my role were:

- **Created awareness** on biotechnology and regulatory issues among stakeholders – Govt., members of State & District level committees. [Link](#)
- **Expedited regulatory policies and notifications** related to biotechnology & GM crops at the State level and supported district level authorities
- **Built strong networks and served effectively as a bridge** between the company, industry bodies, universities, trade partners & associate companies.
- **Coordinated with Farmers' Clubs** to nurture as third party supporters to bring out positive articles, columns in National, State & local media.
- **Coordinated with industry associations** like BCIL (Biotech Consortium India Ltd) for expediting positive changes in regulations.

## POLICY ADVOCACY – NON-PROFIT SECTOR

JUL to DEC 2008

**CONSULTANT –  
FOOD CRISIS  
PROJECT**  
CENTAD, INDIA  
[www.centad.org](http://www.centad.org)

- **Written & edited research briefs** on Biofuels, Food, Agriculture & Trade
- Presented a paper on **Contract Farming: A Case study of Punjab** at Annual Conference on Agri Business Management at Bangalore, Sep 2008 [Link](#)
- Served as the **rapporteur** in
  - South Asia Conference on Trade and Development, Dec 2008
  - Seminar on High Food Prices, World Food Day, Oct 2008
- For the magazine **“Trading Up” – Food Crisis Special Issue**, worked on
  - Editorial board - [Link](#)
  - Cartoons – Conceptualization

## LEADERSHIP, VOLUNTEERING & MENTORING EXPERIENCE

- Taught a session on **“Market Research for Entrepreneurs”** at VIT-Technology Business Incubator [Link](#)
- As a **mentor**, providing career guidance to graduating students of my alma maters
- As **Student Secretary**, led the **Drama Society** and **Social Service League** (1999-2001)
  - Organized many events in our college; **Won prizes** in intercollegiate cultural performances
  - Led service camps including blood donation and **“Night School”** for poor rural children

## CAREER DEVELOPMENT PROGRAMS

### Professional

Oct 2010	<b>Sandler System of Selling</b> by Sandler Institute, Singapore
May 2007	<b>Agricultural Project Management</b> (MDP) by Indian Institute of Management, Lucknow (IIML)
Nov 2006	<b>Intellectual Property (IP) Portfolio Management – Best Practices</b> by EU–India Trade and Investment Development Programme & CII at Chennai, India
Jul 2005	<b>Rural Marketing and Communication</b> by Advertising Club, Madras with RMAAI & MART

### Personal

Nov 2006	Transactional Analysis (TA 101)	by International Transactional Analysts Association
Oct 2005	Creativity and Problem Solving	by EXNORA International at Chennai