



Surbhi Singh

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Summary

Category Manager for Additives who led a 100+ grade portfolio, cut raw material cost by 10% across 40+ global vendors, headed cross functional team of 4 members across 25+ business development projects for market expansion, built customer relationships by closing 50+ pan-India trials, managed regulatory compliance across India, the US, and Europe, redesigned and ran the Graduate Engineer Trainee program, training 100+ new hires over two years.

Professional Experience

Sr. Category Manager -Additives & Regulatory| Reliance Industries Limited| Vadodara Level "I"

- **Spearheaded 25+ product development** and market expansion projects, converting R&D insights into commercial revenue across Automotive, Agriculture, Packaging, Healthcare & Consumer durables.
- Led cross-functional **teams of 3-4** across additive optimization, polyolefin recycling, and new grade development, driving projects to measurable, on-target outcomes.
- Achieved **10% raw material cost reduction** through rigorous vendor benchmarking across **40+ global suppliers**, improving portfolio competitiveness while protecting margins.
- **Doubled annual sales (2x)** for a leading battery manufacturer by identifying and implementing material changes that increased their production speed and output, thus securing a high-value repeat account.
- Closed B2B business across **50+ customer trials** by partnering with pan-India sales teams to pitch new and existing product grades directly to customers.
- Pioneered **Reliance's first recycled product line**, contributing to the launch of 4 recycled grades, directly advancing the sustainability agenda of a ₹2L Cr+ business in response to evolving regulatory pressure.
- **Introduced two new packaging material technologies** to cut production cycle time by 15% for rigid packaging clients & enhancing shelf life for food and pharma customers.
- **Developed a new product grade**, boosting OEM customers' production by 10-15% and **unlocking 3KT** demand.
- Cut compliance certificate turnaround from **2-3 days to instant** by digitising the issuance process to significantly improve customer experience & operational efficiency.
- **Ownership of 40+ regulatory certificates for 100+ product grades** annually against evolving global standards across Europe, the USA, and India, mitigating compliance risk for customer accounts.
- Designed and ran an annual third-party quality validation system for the portfolio, thus ensuring consistent product integrity and regulatory readiness at scale.
- **Redesigned and led** the Graduate Engineer Trainee program for 100+ new hires across 2 years, integrating case studies, field visits, and structured placements across sales and technical teams.

E.A to the President, Polymer Chain | Reliance Industries Limited | Navi Mumbai-Level "J"

- **Built a KPI dashboard** consolidating inputs from 20 stakeholders across 3 product divisions, 13 regional offices, and 4 functional teams, improving leadership visibility and enabling faster decisions
- **Synthesized weekly industry insights** across 20+ industry sectors into actionable market intelligence, informing pricing, portfolio positioning, and business strategy.
- **De-risked 100+ B2B customer accounts** by spearheading a compliance awareness initiative for customers and field sales staff during a period of high regulatory uncertainty
- **Organised a 2-day national leadership conference** for **30+ regional managers**, managing full logistics, agenda design, and onsite coordination end-to-end.

Education

B.Tech (Polymer Engineering) – *Maharashtra Institute of Technology | Pune*

Accomplishments and Awards

- Awarded the departmental **Gold medal** for topping the BE Polymer Engineering examination, Savitribai Phule Pune University, 2019.
- **Secured first rank** in the TE Polymer Engineering examination, Savitribai Phule Pune University, 2018.
- **Authored and published** -"Spilled Ideas," a collection of poetry.
- Paresh Darshal Memorial Award: Highest marks in Polymer Chemistry I, Polymer Chemistry II, and Polymer Materials combined, Third Year.
- Student Council Member-**Joint General Secretary**, MIT Pune

License & Certifications

- Lean Six Sigma Green Belt Certification (KPMG)

Co/Extra-curricular

- Running a painting business via website & social media, selling customised paintings to clients.
- Prepared for the Civil Services examination.
- Quizzing enthusiast, winning two IIM-A level quizzes organised by the Literary club.