

# VINAYAK SHARMA

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## PROFESSIONAL SUMMARY

Dynamic senior leader with 14+ years of experience driving growth, operations and innovation in traditional Indian textiles, community-led craft ecosystems and regenerative cotton farming. Recognised BOT (Build–Operate–Transfer) specialist in designing and scaling purpose-led textile and social impact ventures from concept to operational handover. Skilled in strategic leadership, product development, cross-functional team building, stakeholder collaboration and cultural program curation to deliver sustainable impact.

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## CORE COMPETENCIES

- Strategic Business & Growth Planning
- BOT (Build–Operate–Transfer) Venture Design & Scale-Up
- Sustainable Textile & Cotton Supply Chains
- Traditional Textile & Product Innovation
- Budgeting & Product Costing
- Cross-Functional Team Leadership
- B2B/B2C Sales & Negotiation
- Brand Development & Digital Commerce
- Vendor & Stakeholder Management
- Data-Driven Inventory & Demand Forecasting
- Fundraising & Partnership Development
- Process Optimization & Quality Control
- Community Engagement & Artisan Empowerment

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## EXPERIENCE

### **1. Freelance Consultant | Textiles & Fashion Enterprise Building & Social Impact, Jaipur | June 2025 – Present**

Acting as a BOT (Build–Operate–Transfer) specialist, building enterprise frameworks from concept to execution, stabilising operations and enabling founder-led handover across textile and social impact ventures.

- Gygl & Grow -
  - Supported 0-to-1 business creation including market research, mission-vision definition, USP articulation, brand strategy and go-to-market planning.
  - Provided strategic and operational inputs to Gygl & Grow, a kidswear startup, supporting brand positioning, product planning and production ecosystem setup as part of a broader founding team effort.
  - Contributed to positioning as India's first paediatrician and dermatologist approved, OEKO-TEX® certified, customisable kidswear brand with product passports for end-to-end transparency.
  - Supported end-to-end product development and production process frameworks to improve operational efficiency and quality consistency.
- Chhoti Si Asha
  - Consulting with a Chandigarh-based NGO to design youth training programmes, build product and sales data systems and expand offline sales through physical retail channels.
- Focused on livelihood generation, process optimisation, transparency and long-term sustainability across all engagements.

### **2. Operations Lead | artisan:re - RPG Foundation, Mumbai | Sep 2023 – May 2025**

Reported to promoter and collaborated with executive management to develop growth strategy and operational excellence for bridging corporate CSR with India's unorganised textile and farming clusters.

- Strategic Leadership & Growth

- Crafted scalable business strategies expanding textiles and handloom initiatives, across Maharashtra, Telangana and Gujarat.
  - Managed ₹5+ Cr annual budgets and planning CSR spending of ₹12+ Cr for the programme.
- Operational Excellence & Portfolio
  - Directed 280+ SKU portfolio across mill-spun/hand-spun yarns, powerloom, handloom, heritage (Tangaliya, Patola and Kutchi) textiles and home furnishings.
  - Developed costing strategies for cotton commodities and cotton-based products.
  - Negotiated buyer agreements, costs and oversaw production to ensure timely delivery and satisfaction.
- Team Leadership & Social Impact
  - Led 20+ cross-functional team including 12 direct reportees.
  - Trained 150+ women artisans in weaving, spinning, natural dyeing, tailoring and embroidery, empowering farming communities.
  - Supported expansion of cotton farmer network from 500 to 1500, promoting regenerative farming and sustainability.
- Stakeholder Engagement & Program Innovation
  - Designed and delivered pitch decks for stakeholders to drive collaborations, fundraising and sales.
  - Built government, private sector and industry partnerships for R&D, market development and training.
  - Co-developed an innovation cum community hub, coordinating the efforts of architects, designers and leadership for sustainable textile and farming transformation.
- Process & Supply Chain Optimization
  - Procured, deployed and optimized textile machinery infrastructure, improving cost efficiency and sustainability.
  - Introduced data-backed supply chain traceability software systems to boost transparency, inventory management and consumer facing accountability.

### 3. Co-Founder & Director | Cotton Rack, Jaipur | Nov 2013 – Aug 2023

Built India's first institutionally funded Khadi brand, transforming the highly unorganised craft sector into a structured, scalable business.

- Introduced products in hand-spun cotton and wool, peace silk and innovative textiles like Cashmere Cotton.
- Collaborated with NGOs and artisan groups across Rajasthan, West Bengal, Jammu & Kashmir and Bihar.
- Developed brand language and storytelling across digital platform, packaging, exhibitions and lookbooks.
- Expanded sales footprint across India, USA, South Korea, Japan, Italy and Netherlands.
- Implemented on-demand production, cutting costs and optimising raw material stock.
- Increased product launch frequency, improving trend adaptability and reducing dead stock from 35% to 5%.
- Used city-wise sales data to optimise inventory, boosting sell-through rates and average ticket sizes.
- Built online store on Shopify and introduced a body shape calculator for personalise recommendations and improve customer retention.
- Sustained steady growth during COVID with innovative pricing and marketing strategies.

### 4. Assistant Professor | Indian Institute of Crafts & Design (IICD), Jaipur | Jun 2021 – Apr 2023

- Designed and launched India's first Craft Communication Design degree.
- Introduced case-based business education to replace theory-heavy curricula.
- Mentored top-performing graduates to nurture entrepreneurial and industry-ready talent.
- Boosted admissions and engagement through targeted content and marketing campaigns across digital channels.

## 5. Assistant Manager | ColorPlus (Raymond Group), Chennai | Jun 2011 – Oct 2013

- Launched "Orange Line" for young professionals contributing 11% seasonal revenue.
- Led Shirt category design (70% business), delivering 32% YoY sales growth.

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## EDUCATION

- **MBA** (Online) – Manipal University, Jaipur | 2025-Present
- **B.Des. Fashion Design** – NIFT, Delhi | 2007–2011
- **Lean Six Sigma Green Belt** – KPMG India | 2024

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## TOOLS

Adobe Creative Suite | CorelDRAW | Figma | MS Office | Tableau | Shopify | AI Tools (ChatGPT, Perplexity)

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## AWARDS & RECOGNITIONS

- **Lexus Design Awards India Finalist (2021)** – Cashmere Cotton Innovation
- **Industry Disruptor by UN Women (2020)** – Recognized for Sustainable Fashion Leadership
- **Top 20 Designers Under 35 (2016)** – Alliance Française de Delhi

*References Available on Request*