

VINAYAK SHARMA

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PROFESSIONAL SUMMARY

Resourceful leader & system-builder with 13+ years of experience in sustainability, textiles, apparel, supply chains & education. Adept at bringing structure to unorganised sectors, bridging the gap between corporate strategy & grassroots execution. Thrive in highly dynamic environments, leading by example with a frugal, hands-on, and collaborative approach.

- Built & scaled India's first institutionally funded Khadi brand (Cotton Rack), selling across 3 continents
 - Bridged the corporate-unorganised divide at RPG Foundation, structuring farm-to-market models
 - Designed new education frameworks at IICD, making business learning practical & industry-linked
 - Optimized supply chains, reduced waste, increased profitability using data-driven decision-making
 - Led cross-functional teams across design, operations, finance & marketing, making Jugaad an asset
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EXPERIENCE

1. Operations Lead | RPG Foundation, Mumbai | Sep 2023 – Present

Bridged corporate CSR with the unorganised farming & textile sectors, I enabled structured growth & market-driven scalability.

- Developed & managed a 60+ SKU product portfolio, across mill-spun & hand-spun yarns, powerloom & handloom fabrics
- Managed annual budgets of ₹4+ Cr, while planning expansion for ₹10+ Cr in sustainable textiles
- Managed team of 15+ design, textiles and farm experts with 10 direct reportees
- Trained 50+ women in handloom weaving, spinning, natural dyeing, tailoring & embroidery
- Built partnerships with government & industry to establish R&D, training, market expansion programs & funding.
- Contributed to the design & execution of an innovation hub, coordinating between architects, designers & farm teams
- Procured & maintained textile machinery, optimizing cost-efficiency & sustainability in operations
- Created data-backed supply chain systems, ensuring inventory, production transparency & traceability.

2. 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.

- Sold across 3 continents via stores in India, USA, South Korea, Japan, Italy & Netherlands
- Implemented on-demand production, reducing costs while maintaining raw material stock
- Launched 6 capsule collections per year (vs. industry standard of 2), ensuring trend adaptability & dead stock reduction from 35% to 5%
- Used city-wise sales data to tailor inventory, leading to higher sell-through rates & larger ticket sizes
- Sustained steady growth during COVID by introducing "choice-based discounts" & tipping at checkout, with 5% avg. tips
- Created innovative textiles – Cashmere Cotton, Fold Saris, hand-spun woollen & peace silk products

- Developed online store on Shopify & a body shape calculator for personalized clothing recommendations, improving customer retention
- Managed cross-functional collaborations in the unstructured craft sector, streamlining vendor operations

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

Brought real-world business acumen to academia, fostering industry-relevant education in a dynamic, high-growth environment.

- Designed & launched India's first Craft Communication Design degree
- Introduced case-based business education, replacing outdated theoretical learning
- Mentored top-ranking graduates, fostering entrepreneurial & industry-ready talent
- Boosted admissions & engagement with targeted content & marketing strategies
- Led student cultural & leadership programs, empowering 350+ students to take ownership of projects

4. Assistant Designer | ColorPlus (Raymond Group), Chennai | Jun 2011 – Oct 2013

- Launched "Orange Line", contributing 11% of brand revenue in its first season
- Led the shirts category, achieving 32% YoY sales growth over three seasons
- Developed a limited-edition 20-year collection, improving margins & turnaround time
- Created new stitching, accessories & graphics, influencing future brand aesthetics
- Managed trade show showcases & buyer engagement, driving market expansion

EDUCATION

- **B.Des. in Fashion Design** – National Institute of Fashion Technology (NIFT), Delhi (2007–2011)

CERTIFICATIONS

- **Lean Six Sigma Green Belt** – KPMG India (2024)

CORE SKILLS

- **Leadership & Strategy** – Scaling Operations, Business Modeling, Frugal Innovation
- **Supply Chain & Sustainability** – Regenerative Agriculture, Process Optimization, Circular Economy
- **Design & Product Development** – Textile Innovation, Merchandising, Market Expansion
- **Data-Driven Decision Making** – Cost Analysis, Budgeting, Demand Forecasting
- **Tech & Digital** – Shopify, Adobe Suite, CorelDRAW, MS Office, Figma

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

References Available on Request