



SANTOSH ADAPAKA

VISIONARY | STRATEGIST

25+ years of experience!

CONTACT

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ACADEMICS

B.Com From Vijaya Evening College Year 2005

SKILLSETS

- Strategic Sourcing
- Business Scaling
- Revenue Growth
- Profit Optimization
- Client Management
- Team Leadership
- Merchandising Strategy
- Supply Alignment
- Turnaround Execution

LEADERSHIP OUTLINE

Currently spearheading as Senior General Manager at Sakthi Infra Tex, one of the largest vertically integrated knits manufacturers and exporters in India, overseeing multi-million dollar operations with a consistent track record of driving profitability, optimizing cost structures, and delivering year-on-year business growth. Recognized for transforming underperforming businesses through strategic merchandising, data-backed decision-making, and process improvements. Adept at aligning planning, production, quality and sourcing functions to ensure seamless execution and client satisfaction. Proven ability to lead cross-functional teams in high-pressure environments while maintaining operational excellence and delivery precision. Expertise in end-to-end merchandising strategy and supply chain alignment to meet evolving market demands.

Results-driven leader with a proven track record in building high-performing teams, expanding key accounts, and cultivating enduring client partnerships. Possessing strong expertise in negotiating strategic, margin-enhancing deals and unlocking new business opportunities, committed to organizational success through a combination of vision, execution, and team empowerment. Relentless focus on driving sustainable growth and delivering exceptional value across all initiatives.

SIGNATURE STRENGTHS

- ✦ Determine annual growth and gross-profit plans through forecasting, analyzing trends & results, establishing pricing strategies, monitoring costs, operations, supply and demand
- ✦ Identify and capitalize on high-potential international markets to drive export sales growth.
- ✦ Foster and nurture long-term relationships with buyers to secure consistent bulk orders.
- ✦ Negotiate competitive pricing strategies to maximize profitability without compromising market position.
- ✦ Oversee timely processing and dispatch of orders to enhance client satisfaction
- ✦ Monitor sales performance and proactively implement strategies to accelerate revenue growth.

CAREER PERFORMANCE & PROGRESSION

SAKTHI INFRA TEX

Since 01 / 20

Senior General Manager - Marketing and Merchandising

Growth Path-:

Senior GM- Marketing & Merchandising - Since 05 / 2023

GM- Marketing & Merchandising - 11 / 2022 - 04 / 2023

AGM- Marketing & Merchandising - 01 / 2020 - 04 / 2022

CLIENTELE

- Gap Inc
- Nordstrom
- Hanes Australasia (HAA)
- Simply Southern
- Coupang Private Label Barands (CPLB Korea)
- Diaz - Korea
- C&A - Mexico and Brazil
- Fashion UK
- K-Mart Australia

PERSONAL SNIPPETS

Date of Birth - 28-02-85

Marital Status - Married

Address - No.165/1
Sellappan Complex, Raja
Street, Perundurai, Erode
(Dist), Tamil Nadu 638052

Notables:

- ✪ Revitalized underperforming businesses, scaling operations to achieve \$8 million in annual revenue.
- ✪ Secured and built new client accounts, generating \$5 - 8 million in additional annual business.
- ✪ Delivered fast-turnaround orders within 30-45 days, meeting tight deadlines without compromising quality.

Highlights:

- Lead a \$15-18M knitwear business with a 22-member merchandising team, ensuring performance and client satisfaction.
- Achieved 10-12% profitability growth through account expansion, cost control, and operational efficiency.
- Own full P&L responsibility, driving strategic decisions across revenue, margins, and investments.
- Build long-term partnerships with key clients through regular engagement, transparency, and consistent delivery performance.
- Maintain close coordination with production and planning teams to ensure timely deliveries and alignment with factory capacity.
- Analyze and strengthen the raw material supply chain to reduce cost, minimize risk, and support margin growth.
- Lead product costing and pricing negotiations with clients, ensuring competitive pricing while protecting profitability.

BERRYZ FASHION HOUSE

06/17 - 06 /19

Highlights:

- Developed and executed sourcing plans by identifying reliable supply chain partners aligned with business goals.
- Oversaw cost optimization and product development to meet pricing targets and quality standards.
- Managed the complete merchandising, production, and sourcing cycle for 300,000-400,000 units monthly in undergarments and sleepwear.

PAST ASSIGNMENTS

ELAN APPARELS, India Sourcing Head	11/2014 - 05/2017
CASCADE ENTERPRISES, India Merchant	08/2012 - 07/2013
ARVIND EXPORTS, India Merchandising Manager	11/2007 - 05/2010
EAM MALIBAN TEXTILES, Jordan Senior Merchandiser	09/2006 - 10/2007
INTERMARKET INDIA, SUN & SKI EXPORTS, India Merchandiser	08/2000 - 06/2006