

Ravi Saini

(Ravnoor Deep Singh Saini)

EDUCATION:

2011-2012	Master in Business Administration (MBA) University of Auckland
2007-2009	Postgraduate Diploma in Business Administration University of Auckland
2005-2007	Diploma in Horticulture (part time) Manukau Institute of Technology
2001-2004	Bachelor of Business Marketing & Management Auckland University of Technology

PROFESSIONAL EXPERIENCE:

2004 – Present
Rupex Growtech Limited
www.rupex.co.nz

Position: Operations Manager

I am involved in the management and business development of our family owned business (Rupex Growtech Ltd). Currently the business has two divisions, Commercial Vegetable Seedlings which accounts for 70% of the business and Cut Flower Export.

I oversee operational aspects for the Cell plant Division and completely manage the Cut Flower (orchid) export division. I am also responsible for integrating and implementing new technologies into the production process.

Key Achievements:

- (2011) Doubled the number of Cut flowers exported as compared to the 2009 season. Also increased flower quality (AAA) and negotiated better prices with the exporters, therefore increasing average price by 15% despite the unfavourable exchange rate.
- (2010) Was selected to go to Japan on the Future Business counterpart program (FBCNZ) which is a fully funded program by the government of Japan to encourage trade relations between Japan and New Zealand.
- (2008) Successfully started up the Cut flower export division. This included raising capital and setting up the 2000sqm+ production site,

hiring staff and obtaining the correct production equipment technology and growing techniques.

- (2007) Assisted in the acquisition of a business within the cell plant industry, which had three times our volume. I organised the logistics of transferring of the assets, staff and technology. But most importantly gaining the key client's confidence, ensuring the smooth transfer of the business.
- (2006) Implemented a cost effective and efficient materials handling system which helped improve production and quality while reducing labour costs.

Key responsibilities:

Plug Plant Production

- Managing the full end to end process of plant production to ensure final product is of the highest standard
- Overseeing staff and duty allocation
- Streamlining production processes through automation
- Completing statutory requirements and meeting industry compliance (Grower Approved Practices)
- Ensuring timely production and high quality of the cell plants within agreed turnaround times with clients
- Assisting in business development through understanding the changing need of clients

Orchid Export

- Responsible for starting up the cut flower export division, conducting initial market research, raising of capital and accumulation of required technology
- Successfully exporting high quality orchids to overseas market, through locally based export companies
- Ensure orchids meet international export standards
- Liaison with exporters to ensure end customer needs are met
- Obtaining MAF export compliance
- Generating and implementing marketing strategy
- Foreseeing export trends and adapting production plan to suit
- Staff management

Non Work interests:

I like to travel as this gives me an opportunity to experience different cultures as I believe there is a lot to learn by experiencing how life is lived in different parts of the world. I have been to Europe, Japan, South East Asia and India over the last 5 years.

I also enjoy the outdoors which ties into my work quite well. I like to take my dogs out, specially to the local beach, go snowboarding in winters and recently did the Tongirio Crossing just to name a few. I have also had an interest in motorsports and participate in casual race days to the local race tracks. This has greatly improved my understanding of motor vehicles.