

# HARSHA RAJU

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INNOVATION STRATEGIST • LEADER • DESIGNER • EDUCATOR

## Design for technology

- ADAS, ARAS
- IOT and connected technologies
- Physical and digital product design
- Incubation of new technologies

## Run a business

- Product strategy (physical and digital)
- Manage budgets and P&L unit
- Business development
- Organic and inorganic growth

## Build & mentor teams

- Strategic hiring
- Goals and target setting with career path definition
- Cross functional responsibilities
- Communication (upward and downward)

### 2017 - Present



**BUSINESS HEAD**  
INITIA Design Studio

- Head and brand custodian for P&L entity providing creative services to Indian automotive industry
- Key stakeholder for ongoing merger/joint venture with a € 16 million company
- Built a profit center with an ecosystem of 50 people providing creative design as a service to auto makers and component manufacturers in India (target revenue: \$ 6 million by 2024-25)



**GROUP HEAD**  
Creative Design & Innovation  
UnoMinda Group

- Co-head a central 175 member R&D team, to create strategic advantage for the Group through product innovation and technology incubation
- Lead a captive team to provide design, market insights and product strategies to businesses units within the Group
- Establish innovation as a culture across the organization

### 2010 - 2017



Intern • • • • • Head of Design (India)

- **Established a Center of Excellence** for creative design in India leading to multimillion-dollar businesses from global and Indian auto manufacturers
- **Designed and showcased the first concept developed in India** at Shanghai Auto show, bolstering confidence in the company's capability to develop full vehicle concepts
- **Made organizational history** as youngest Manager in Visteon, India
- Made company history as **Visteon's 'Future Maker'** for 2 years in a row (2016 & 2017). A High-Potential Award given to top 30 employees globally
- Received Restricted Stock Units as reward & retention for top performers

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2019

Strategic Management of Innovation

IIM Bangalore, India  
Executive education



2007 – 2010

Industrial Design - Post Graduate Diploma

Specialization in Transportation and Automobile Design

National Institute of Design, Ahmedabad, India



2002 – 2006

Mechanical Engineering – Bachelor of Engineering

BMS Institute of Technology, Bangalore, India

Academia



Guest Faculty and educator to alma matter National Institute of Design, Ahmedabad India



Jury member for an established design school in Pune, India – Maer’s MIT Institute of Design

Certifications



Management training from American Management Association (New York) in Management Skills for New Managers



Leadership training from Aon Hewitt

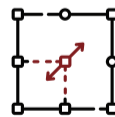
Expertise



Leadership



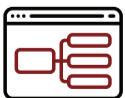
Mentoring



Design



Automotive



User Experience



Business



Strategy



Innovation