

Amarpreet Singh – EMS Consultant

Zenaca Consulting

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HELLO!

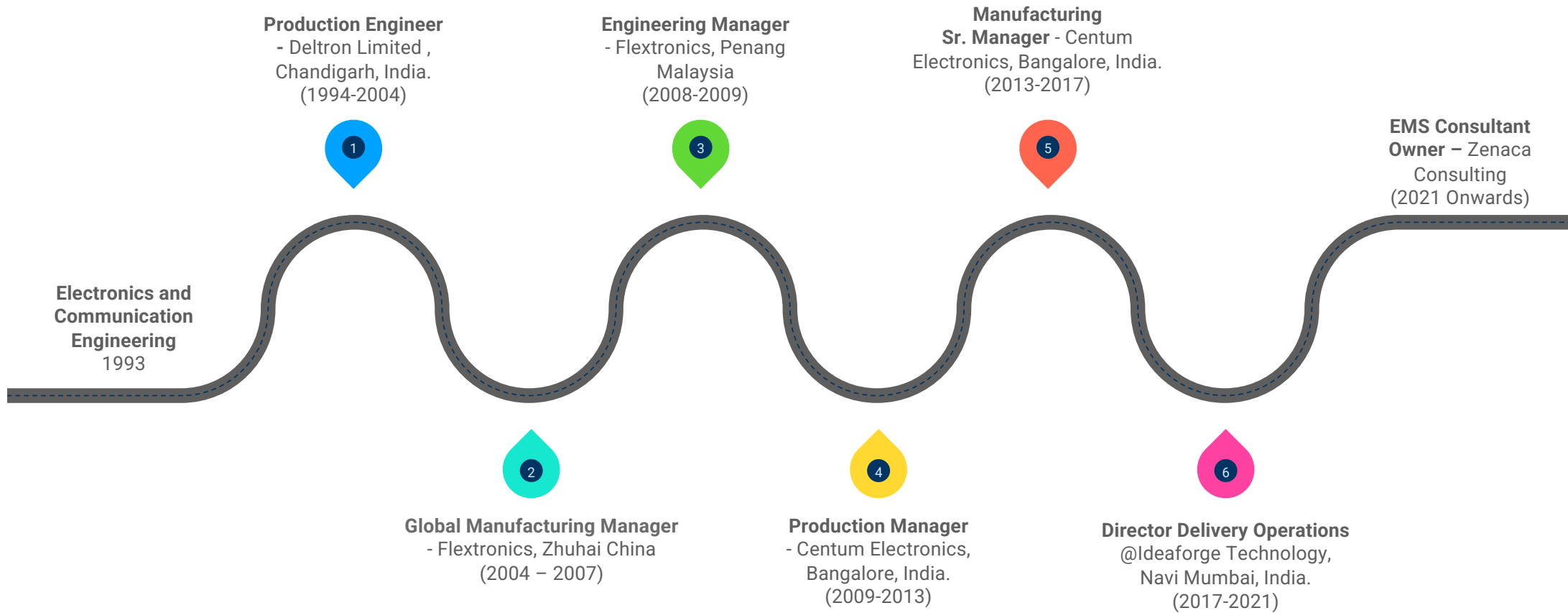
I am Amarpreet Singh.

As a professional, I am passionate about working with OEM and EMS organisations to set up world-class manufacturing operations.

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<https://www.singhamarpreet.com>

Professional Journey



Key Skills

- Manufacturing Operations

- Team building and Leadership

- Customer service

- Quality systems

- SAP B1, Implementation

Ideaforge Technology, Navi Mumbai (2017-2021)

- ❖ Operations leader for India's leading drone start up.
- ❖ Set up world class manufacturing operations for complex UAV assemblies covering manufacturing, testing, warehouse, supply chain, ERP, Planning etc.
- ❖ Set up a very high-performing delivery team for production, SCM, manufacturing engineering, quality and field operations.
- ❖ Set up field operations function and support team across India, providing regional customer support (System acceptance, On boarding & on-going service support) for very challenging defence customers.
- ❖ Quality first mindset developed, and systems established across operations team to manufacture and deliver world class UAV's. ISO 9001-2015 certifications received and established as way of working for the entire operations team.
- ❖ SAP B1 Implemented with "Lean MRP" as a key achievement of the ERP implementation.

Key Skills

- Green field plant set up
- Medical, defence and aerospace manufacturing
- Customer acquisition and growth
- Operations leadership
- ERP Optimisation

Centum Electronics, Bangalore (2009-2017)

- ❖ Operations leadership for USD50M+ EMS business.
- ❖ Build a very high performing leadership for high mix, low to mid volume EMS operations covering defense, aerospace and industrial segments.
- ❖ Shop floor processes designed and implemented for a complex business covering 18+ Global customers and 500+ monthly active products.
- ❖ Qualified and set up new customers for Medical, Industrial, defense and aerospace segments while working at Centum. 300+ new products qualified during these years.
- ❖ Project lead for setting up 200,000+ sq ft state of the art facility and qualified defense, aerospace and medical customers in the new facility.
- ❖ ERP (BaaN V) processes set up and optimized for shop floor operations.

Key Skills

- Class 100 clean room manufacturing of camera modules
- Test automation
- NPI Leadership
- Product transfer
- Working exposure in China, Malaysia

Flextronics International (2004-2009)

Manufacturing Manager (Zhuhai, China)

- Global manufacturing leader for cell phone camera module manufacturing sites manufacturing 3M + modules based out of China and Malaysia.
- Manufacturing processes designed and implemented for camera module manufacturing.
- Developed a fully automated backend production and testing line for Nokia.
- Manufacturing leader for product and technology transfer during the acquisition of Agilent camera module business.

Engineering Manager (Penang, Malaysia)

- NPI leadership for Cisco PCBA's and box build assemblies.
- Lead a project on product transfer from Flex Austin for Cisco products.
- Project leader for lead free process qualification.

Zenaca Consulting

“Consulting is a lot more than just giving advise”

Vision

“At Zenaca Consulting, we partner with electronics manufacturing organizations to establish new EMS operations from the ground up, as well as mature their existing setups”

Our Offerings

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EMS Green Field Set Up



The scope includes, but not limited to -

- Business plan and project budgeting
- Site selection and development
- SMT Equipment selection and set up.
- Backend (MI) set up
- Functional process implementation
- Onboarding of leadership team
- Setting up and ramping new customers and products
- Retention support

EMS Business Excellence



The scope includes, but not limited to -

- SMT Process Optimization
- Manual Insertion & Wave Soldering Enhancements
- Benchmarking Against Industry Leaders
- Shop Floor Performance Improvement
- Customer-Centric Solutions
- Holistic Backend Operations Optimization
- Hiring the best talent from market
- Ongoing support

Mergers & Acquisition



Operations leadership for business merger and acquisition -

- Target sourcing, evaluation and selection
- Operational due diligence
- 90 Days post merger plan
- Market plan as per growth strategy
- Capacity plan
- Org structure post acquisition
- Risk identification and mitigation plan

Our Esteemed Customers



Projects Completed

"Consulting is a lot more than just giving advise"

Operations Excellence

Indic EMS, Bangalore

Completed

Organizational Setup

Redesigned the organization structure and hired new leaders for NPI Engineering, Program Management, production and Industrial engineering

Industry 4.0

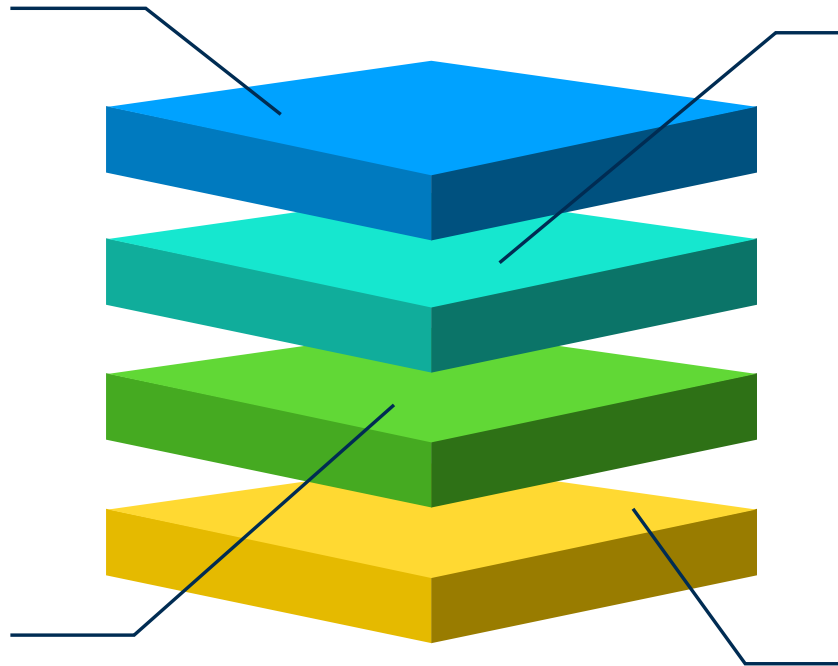
Manufacturing execution system (MES) evaluated and implemented, enabling for real time shop floor tracking of the products

Capacity

Capacity model developed for SMT and MI lines, Re-layout of the existing lines for meeting customer requirements

Business Wins

Successful hosting of customer visits and audits, leading to new business wins



Manufacturing Set Up

Unbox Robotics, Pune

Completed

Green Field

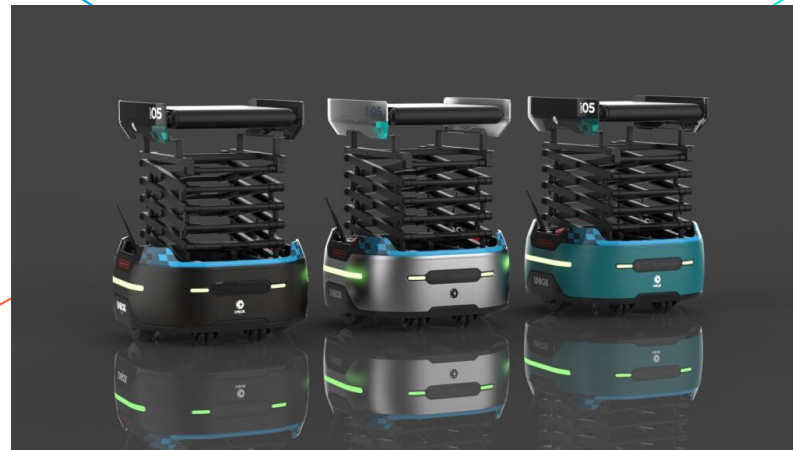
Set up a green field new factory for assembly and testing of robotic automation products.

ERP Implementation

ERP Evaluation, Selection and SAP B1 Implementation.

Functional Procedures

Functional procedures defined and implemented for operations organization



Ops Leadership Hiring

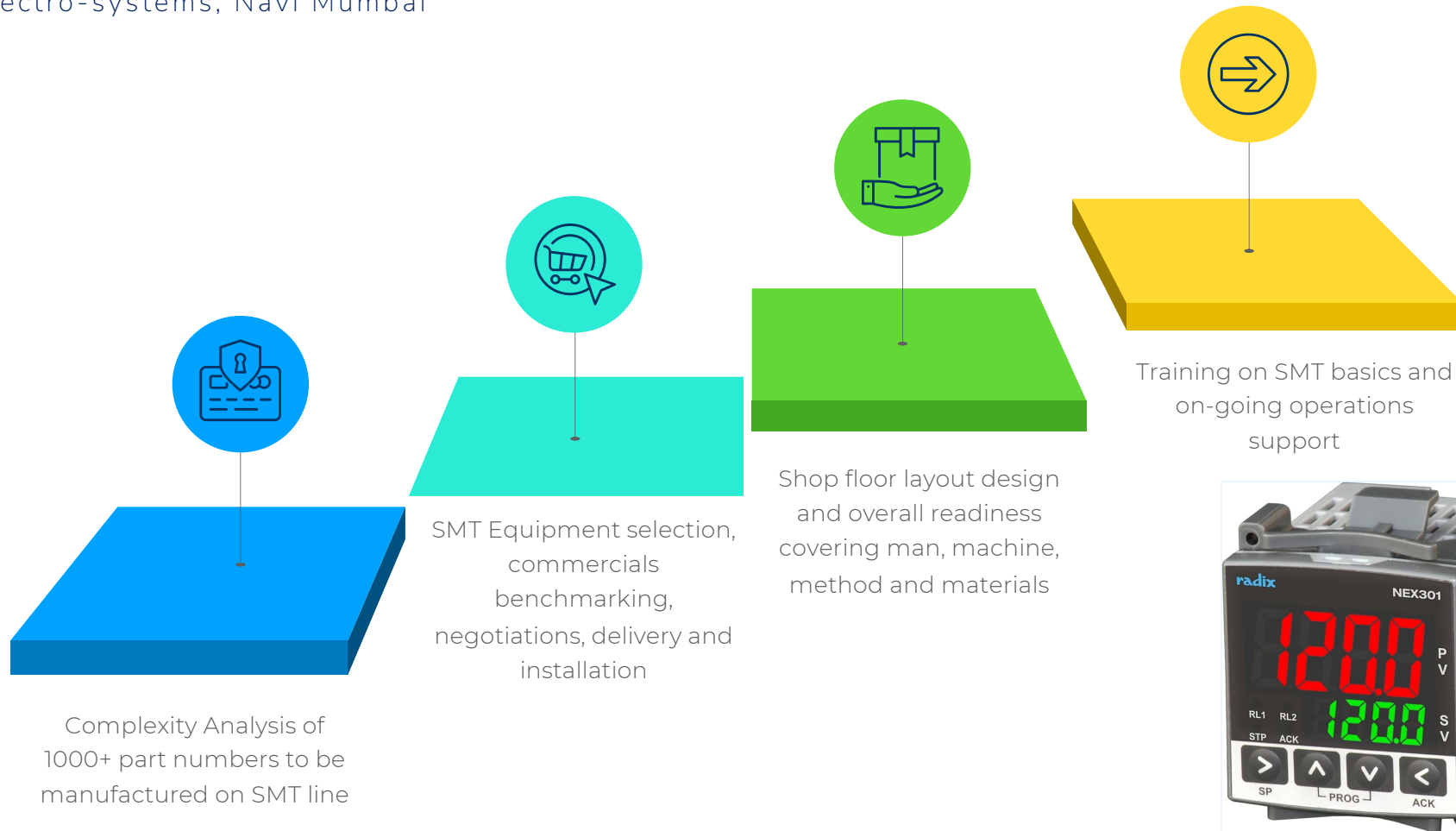
On-boarding of leadership team for operations

SMT Line Set Up

Radix Electro-systems, Navi Mumbai

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Completed



EMS Acquisition

BC Jindal Group

Completed



TARGET COMPANY SHORTLISTING

Successfully reduced the pool of potential EMS companies from 9 to 3, enabling the organization to focus on a smaller, more strategic group of acquisition targets.



OPERATIONAL DUE DILIGENCE

Conducted in-depth analysis of the EMS organization's operational capabilities, identifying key areas for improvement and integration.



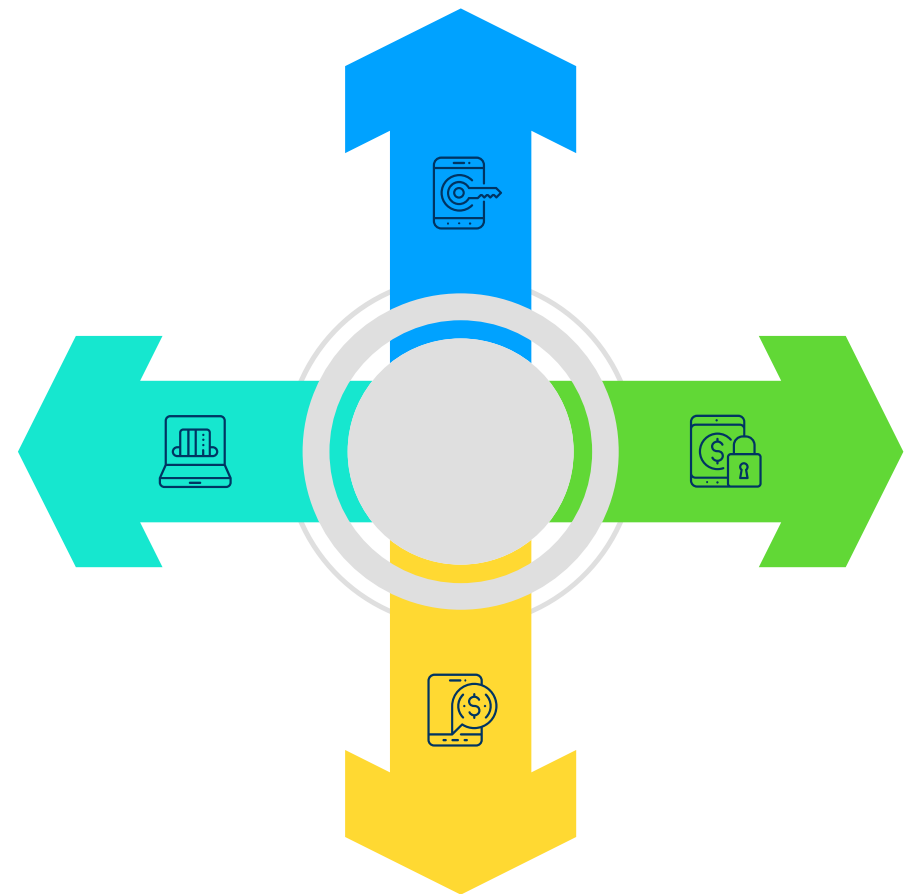
INVENTORY AND ASSET VERIFICATION

Conducted detailed audits of inventory and assets, ensuring accurate valuation and smooth transition during the acquisition process.



90-DAY POST-MERGER PLAN

Created a robust 90-day post-merger integration plan, focusing on operational alignment and achieving early success milestones.



Completed

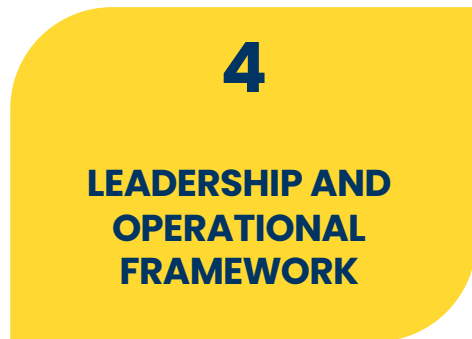
EMS Business Set Up

Vikin Electronics, Ahmedabad

Worked closely with promoters to deepen their understanding of the EMS industry's business, operational, and commercial challenges. This involved selecting the optimal city, area, and site for establishing the factory.



Delivered the layout design and site readiness, ensuring adherence to global manufacturing standards. Oversaw the selection and installation of SMT and backend equipment through benchmarking, negotiations, and delivery. Nothing nothing nothing nothing nothing nothing



Led the hiring and onboarding process for the leadership team while setting up critical business processes. ISO certifications ERP Implementation in progress to streamline operations.



Won first customer for the business, laying the groundwork for future growth and sustainability.

Operations Excellence

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Completed

Exicom, Gurgaon



OPERATIONS MATURITY

Improved operations in SMT, manual insertion, wave soldering, and backend processes, bringing them in line with world-class EMS industry standards.



COMPREHENSIVE BENCHMARKING

Identified 60+ actionable improvement points by benchmarking the customer's operations against global best practices in the EMS sector.



SHOP FLOOR PERFORMANCE

Implemented changes led to noticeable improvements in shop floor efficiency, productivity, and overall performance metrics.



PROCESS OPTIMIZATION

Focused on end-to-end operations, driving long-term sustainability and setting a foundation for continuous process improvements.

THANKS!

Any questions?

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