

# Ashutosh Parasnis

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Ashutosh Parasnis is a Founder, NewBox Consulting business strategy, business and product development processes, customer experience led product design and business models. Founder at NewBox Consulting - Scaling-up Strategic Capabilities for Business Growth Digitalisation | Industry4.0 | Innovation

30+ years of experience with Product MNCs in Software and Electronics Industry  
Current Focus: Strategy Linked Innovation and Digitalisation- since 2010

Director of Strategy and Innovation at young startup

Developed Frameworks for Innovation Management and Digitalisation, Assessment tools and multiple workshops

Visiting Faculty at Stockholm School of Economics and Symbiosis School of Liberal Arts  
20+ years of Senior Management Experience with insights of the Indian Technology Ecosystem,

- as Managing Director at PTC (India R&D Operations) – world’s leading provider of PLM software

- as Managing Director QLogic (India R&D) - A leading provider of data, server, and storage networking infrastructure solutions

- as General Manager at Tektronix India for Customer Support, Manufacturing Engineering and Software Operations

Experience:

Software Products, Electronics Products: Design, Systems commissioning, Manufacturing, Supply Chain development, Product Qualifications against various standards

Academia: Executive Management Program Faculty for “ Building Innovative Organizations”, Course Designer and Faculty for the course “ Creativity and Innovation” Member – Board of Studies, Department of Humanities and Social Sciences, Symbiosis, International University

Innovation Management & Digitalisation: Developed frameworks, assessment tools and workshops

Business Operations: P&L for Services Division, Cost Management for technology centers, Statutory compliances, Infrastructure and Talent Management

Customer Focus: Services Sales & Marketing, Services Channel development ( Electronic Equipment and Systems for various verticals)

Other: Active participation in various industry forums such as SEAP, IACC, SAE etc as President/Chairman or Executive Committee member