

# SUNIL SINHA

In a professional career spanning nearly four decades, Sunil has held a variety of leadership positions in the areas of business, and business of excellence in the Tata Group (a business house with revenues of over \$100 Bn). His leadership style is rooted in Tata's uncompromising approach to ethics and excellence.



Sunil serves on the boards of several international companies including Tata International West Asia, Dubai. He was the Resident Director of Tata Sons for the Middle East and North Africa (MENA), which helped him to develop a deep understanding of regional culture, geopolitics, and business opportunities. He led Tata group's all round growth in the region during his tenure. Apart from Tata International, he is the Chairman, Board of Directors of AquaChemie Group in Middle East and Advisory Board Member of Martrade Group in Germany.

Prior to this role, Sunil served as the Chief Executive Officer of the Tata Business Excellence Group (TBExG) – the organization responsible for group-wide implementation of the business excellence, innovation, sustainability, safety, and corporate governance programmes. One of his most significant achievements was to spearhead globally, for over 100 Tata companies, the implementation of the Tata Business Excellence Model (TBEM) – a transformational and holistic improvement programme fashioned on USA's Malcolm Baldrige Performance Excellence Programme.

His global contribution and thought leadership in business excellence was recognized by the Malcolm Baldrige Foundation which led to his appointment to their board in 2015. In 2009, Business Week recognized him as one of the '25 Masters of Innovation' in the world. He is elected as an academician and now Member of Board of Trustee in the prestigious International Academy for Quality (IAQ) and serves as the Vice Chair of IAQ's Think Tank on Quality and Sustainability. Sunil has also delivered keynote addresses on the subjects of business excellence and innovation at the Harvard Business School, the University of Chicago – Booth School of Business, ASQ's Global Conference in USA and in several other international organizations in Singapore, Sweden, UAE, and Saudi Arabia.

Sunil has served on various Tata company boards and advisory bodies such as the International Council of the Confederation of Indian Industries (CII), Advisory Board of CII Institute of Quality and ASQ's Global Advisory Council in USA. He has also regularly interacted with think tanks and policy makers of various countries.

His international exposure and balanced experience in business transformation and business development put him in a unique position to advise companies and their leadership in creating value through business transformation, sustainability, and international expansion.

He is the Founder and CEO of Ignite Excellence Advisory – A Dubai based Advisory Company.



## FORMER RESIDENT DIRECTOR, MIDDLE EAST AND NORTH AFRICA TATA SONS PRIVATE LTD.

[sunilsinha3008@outlook.com](mailto:sunilsinha3008@outlook.com)  
[linkedin.com/in/sinhasunil](https://www.linkedin.com/in/sinhasunil)  
+971564842436, Dubai



## AFFILIATIONS

- Governor, India Business & Professional Council, Dubai. 2021 to present
- Board Member, Malcolm Baldrige Foundation, USA. 2015-2022
- Advisory Board, CII Institute of Quality, India. 2020 to present
- Member, International Council of the Confederation of Indian Industries (CII). 2015 to 2021
- Board of Trustees, IAQ and Vice Chair – Quality Sustainability Think Tank at present



## INDUSTRY KNOWLEDGE

Manufacturing | Energy & Power  
Defence & Aerospace | Infrastructure  
Services | Hospitality  
| Shipping & Logistics and IT & Communications



## THOUGHT LEADERSHIP

Business growth & transformation |  
Business Excellence | Innovation  
Climate Change & Sustainability



## EDUCATION

Mechanical Engineer  
Alumni of INSEAD, Fontainebleau  
and IMD, Lausanne



## PERSONAL

Married to Smriti, lives in Dubai and enjoys golf, fishing and photography