



**Introducing**  
**ACG NJ's 2020 Corporate Growth Award Honoree**

*An Interview with*  
**Suuchi Ramesh**  
**Founder & CEO**  
**Suuchi Inc.**

*Conducted by Sally Glick, Past President, ACG New Jersey  
Principal of the Firm and Chief Growth Strategist, SobelCo*



After over a decade in technology, when Suuchi Ramesh was ready to launch her own company, she decided to apply her skills as a technology executive to transform an industry. With her knowledge of software and cloud-based computing, she was confident she could bring a unique and innovative approach to turn a sector upside down.

After doing her research, she decided that the Fashion Industry, with operations nearly unchanged since the 1920s, would be an ideal target for her ambitious mission. She believed she could assemble a team that would find a way to help turn around the fashion world, which had been struggling with supply chain issues for decades.

*Her first step was to identify talented executives with both fashion industry expertise and experience in supply chain logistics.*

The first product they created was an interface component that enabled them to build a bridge from the old way of doing things to the new. They implemented the platform in their facility and built a curated supply chain network. As the company scaled, they recognized that the potential impact was not limited to enhancing their company.

Instead, the broader goal was to transform the entire Fashion Industry to be nimble.

*The sky was the limit.*

Today Suuchi has two main revenue streams. They work with:

Companies that are looking for a completely integrated supply chain solution using Suuchi's software and the Suuchi network of designers, manufacturers, textile companies, etc. (It should also be noted that the suppliers in the Suuchi network are primarily in the Western Hemisphere and are providing an alternative to outsourcing to the Far East countries.)

Companies that want to utilize the Suuchi software as a standalone solution to digitize their supply chain operations.

For the most part, their customers are typically the companies that want to take full advantage of Suuchi's revolutionary approach to a digital supply chain solution. Under Suuchi's leadership, the company's

commitment to innovation has enabled the executive team to continue re-inventing their own success story, evolving and adapting as the fashion industry landscape undergoes significant shifts.

Because they had the foresight to develop the software platform as a mobile-first system, their customer base can receive instantaneous supply chain updates, which gives them great flexibility and a unique, competitive advantage. The customers have the benefit of being able to receive any updates to their subscribed modules as the software continues to have improved functionality that enhances their full supply chain over time. Making sure the customers have access to a convenient “menu” of options is key to Suuchi’s sustained growth and success.

Sticking to their original vision of transforming an industry through software, they are proud to be the only ones in the fashion sector who can offer a full menu of options that build toward a complete supply chain solution that is available to all customer types.

As the company continues to grow, it is quickly outpacing any possible competitors who are focused on offering only part of the solution but are not capable of delivering an entire solution from end to end.

As a result they are enjoying explosive growth. The metrics are proof that Suuchi has experienced 200% growth every year for the past four years. Accordingly, the number of employees has grown to 120 to accommodate the rapid increase in digitized factories, along with the rise in full solution clients coming on board.

Her dream of upending the fashion world by creating a distinctive software that allowed for significant supply chain improvements is well on its way to being a reality!

We look forward to seeing you next May at The Palace at Somerset Park, Somerset, NJ, for networking, plated breakfast, panel presentations featuring our Corporate Growth Award Honorees, and Keynote with our Corporate Lifetime Achievement Award Honoree, Church & Dwight Co., Inc.

### **ACG NJ 2020 Corporate Growth Conference & Awards**

**NEW DATE:** Thursday, May 6, 2021

7:30 AM - 12:00 PM

The Palace at Somerset Park, Somerset, NJ