



Strategic Planner & Implementer with 18+ years of experience; targeting assignments in **Sales & Marketing**

"Proficiency in formulating and implementing business strategies to ensure attainment of revenue goals & profitable sell-through; extensive background in a diversified environment and emerging markets"

Key Skills

New Business Development

Consultative Selling Approach

Product Management

Market & Competitor Analysis

Revenue Generation

Key Account Management

Marketing Management

Stakeholder Engagement

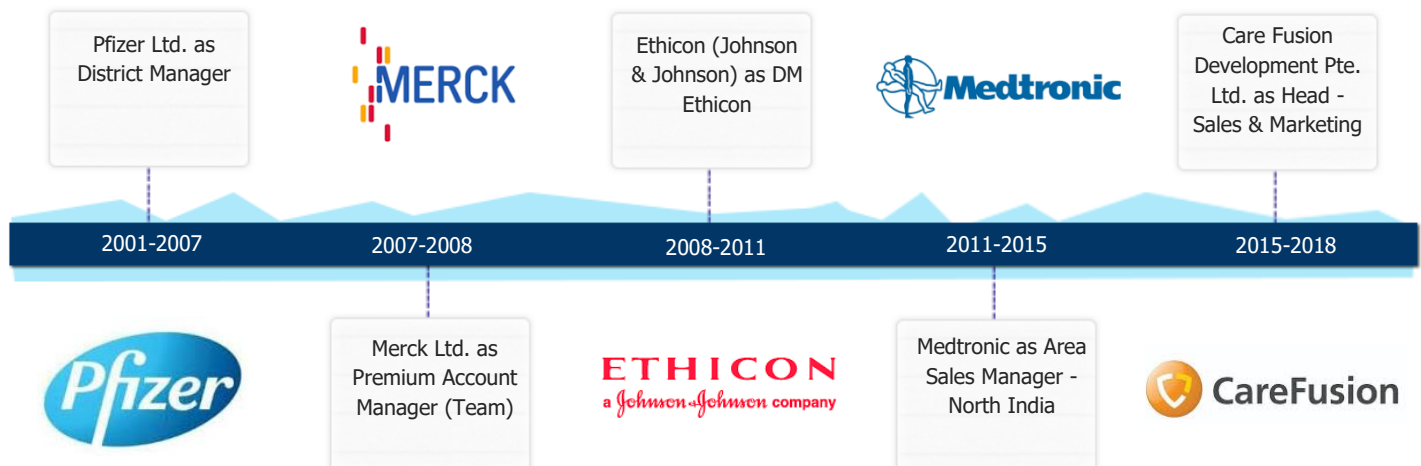
Channel/Distribution Management



Profile Summary

- **Performance-driven Professional** with expertise that reflects pioneering experience and year-on-year success in achieving business objectives in mid-sized as well as large established organizations with Pharmaceutical & Medical Device Industry.
- **Directed Healthcare IT & solutions on Dispensing Hospital for India region;** administered Commercial Management for solutions related to Dispensing & Pharmacy Automation (**At Care Fusion Development Pte. Ltd A Becton & Dickinson Company now**)
- Distinguished proficiency in **exploring potential business avenues** & managing marketing, sales operations for achieving the business targets; initiating **market development efforts**, identifying & appointing channel partners to achieve the organizational objectives
- Excels in managing all aspects of **product promotions** from initial concept to launch leading revenue increase for the high pressure product lines
- Exhibited excellence in **building relationships with Key Opinion Leaders;** worked in conjunction with Marketing Managers in creating growth and market building strategies
- **Subject matter expertise** in creating new partners and harvesting untapped business opportunities; recognized for networking with financially strong channel partners, resulting in deeper market penetration & improved market share
- Merit of **attending training in USA, Germany, Research Centre** for Ethicon (Suture training on cadaver.
- Leveraged capability of **motivating and leading talented professionals;** expertise in building large teams that well exceed corporate expectations

Career Timeline



Work experience

March 2019- Till date

Self Employed as freelancer Consultant in Pharmaceutical & Medtech space projects

July 18 –Feb 19 Worked with 1mg as Senior Manager Sales Operation B2B & B2C.

1mg is India leading consumer health platform for all Indians and its mission is to make healthcare accessible, understandable and affordable for billions of Indians.

Formulating sales strategies and Marketing plans for Healthcare Market with my huge sales team professionals. Applying sales analytics tool to track all aspects of sales for category wise and month on month growth of sales and process orientation in system.

Sept'15 – April'18 (Becton & Dickinson Company) as Market Development Manager South Asia.

Worked in different capacities of Base Station & Headquarter, Gurgaon (Haryana) and Market Development & Commercial Manager – Dispensing Hospital International

Key Result Areas:

- Formulating New business development strategies while working closely with the enterprise account team for ensuring sales goals are achieved
- Executing plans to reach out unexplored market segments & customer groups for business expansion
- Safeguarding business & ensuring sustained growth, focusing on achieving or surpassing sales targets; expanding business reach and creating new sales
- Developing new streams for revenue growth and maintaining relationships at CXO levels for gaining a deep insight of their business environment and identifying opportunities
- Conceptualizing & implementing competitive strategies for driving sales; developing & expanding distribution for achieving of revenue & profitability targets
- Cultivating prospect, long-lasting client relationships by communicating & understanding the client's requirements
- Establishing channels from scratch to running; monitoring planning, processing & sales across markets of operations
- Developing market knowledge of existing & potential clients and ensuring business growth opportunities aligned to company's strategic plans.

Significant Accomplishments:

- Developed and implemented new sales strategy to maximize sales and retention of commercial accounts; sales grew by over 100%
- Designed solutions for key operational issues that impacted revenue and gross profit; worked closely with clients and partners to build relationships and increased business longevity and revenues by 87%
- Analyzed business potential, conceptualized and executed plans to drive sales through a team of 15 headcounts
- Established First Robotic OPD Pharmacy at Aster Med City Hospital, Kochi
- First Proof of concept done for Automated Medicine Cabinets for Medication Management at Apollo Hyderabad.
- Trained professional by CEB in 2016 on Best Sales practice.
- GTM for Business made in due consultation of McKinsey & company & Parthenon.

Aug'11 – Aug'15 with Medtronic Delhi as Area Sales Manager - North India including Rajasthan & Nepal

Onwards in CVG.

Significant Accomplishments:

- Managed the following:
 - Sales & Marketing functions of capital equipment for heart surgery ranging from INR 2.5 lakhs – INR 50 Lakhs
 - Launch of Trillium Perfusion Oxygenator in Delhi/NCR
- Achieved the following:
 - Upper North highest growth 166% Cannula and Custom Pack
 - Business worth INR 65.72 Crores across North India
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- Developed creative sales plans for cardiac surgery products to achieve 40% growth versus AOP
- Received President Award in (2013-2014) in 2014 for highest growth from APAC President at Australia.

Feb'08 – Jul'11 District Manager with Ethicon (Managing Sutures and Hernia Mesh). Significant Accomplishments:

- ◉ Conducted Value-added Speaker Programs with international & national speakers/VCs with KOLs
- ◉ Suture handling events like RCOTS for Nurses of all Surgical Departments.
- ◉ Resident Suture practicum training at teaching institutions like PGI, AIIMS etc.
- ◉ 16 Regular awards and recognition in 4 years for Suture promotion and sales like Star Award 2010.
- ◉ Highest conversion of Vicryl codes to antibacterial vicryl.
- ◉ Category wise winner of awards in Nylon/Polypropylene/Ethibond and steel sutures along with inguinal mesh.
- ◉ Highest Trained in house trained resident on suture boards at teaching institute.
- ◉ Launch proceeds(hernia mesh) as one of top contributor for science based approach.
- ◉ Done lot of scientific training for new joining sales people for in house and class trainings.
- ◉ Contributed in creating Suture and Hernia high level peer associations of surgeon fraternity for high level product promotion.
- ◉ Done lots of Product training for Channel partners also.

Previous Experience

Oct'07 – Jan'08 with Merck Ltd., Delhi as Premium Account Manager (Team)

Responsible for Oncology segment

Jan'01 – Oct'07 with Pfizer Ltd Chandigarh as Sr PSO(Cardiovascular)

Responsible for Upper North General and CVG portfolio.

Highest contribution in region from 2004 to 2007 for Pharmacia products.

Awards in 2005 to 2007 for highest contributor Fragmin and other Low molecular heparin segment.

Education

- ◉ MBA (Marketing) from GJU, Hissar in 2003
 - ◉ B.Pharma. from MDU, Rohtak in 2001
- Other Course:**
- ◉ Certificate in Computing from GJU, Hisar in 2003

IT Skills

- ◉ MS Office: Word, Excel, PowerPoint
- ◉ Tally Packages
- ◉ Internet Applications

Personal Details

Date of Birth: 25th January 1978

Languages Known: English, Hindi & Punjabi

Address: House No. A-132, Sector – 2, Rohini, New Delhi – 110085

Mobile number 7027771978 8427754650