

# AANAK .S. GOSWAMI

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## **PERSONAL INFORMATION**

<i>NAME</i>	<i>GOSWAMI AANAK SALIL</i>
<i>DATE OF BIRTH</i>	<i>4<sup>th</sup> AUGUST ,1988</i>
<i>GENDER</i>	<i>MALE</i>
<i>MARITAL STATUS</i>	<i>MARRIED</i>
<i>LANGUAGES KNOWN</i>	<i>ENGLISH, HINDI, GUJARATI</i>
<i>HOBBIES</i>	<i>TRAVELLING, SPORTS, MUSIC.</i>
<i>STRENGTHS</i>	<i>RESPONSIBLE, TEAM WORKER, HARDWORKING, QUICK LEARNER, GOOD ADAPTATION IN DIFFERENT SITUATIONS.</i>

## **CAREER OBJECTIVE**

*To be a visionary leader who can help an organization grow and become successful. My goal is to make the organization I work for profitable and sustainable. I want to be able to think outside the box and come up with innovative solutions to problems that the organization may face. I am passionate about helping the organization to be successful and believe that my leadership skills can help to make that happen.*

## EDUCATION

<i>Sr. no</i>	<i>Degree</i>	<i>Name of institute</i>	<i>University</i>	<i>Year of passing</i>	<i>% achieved</i>
1	MBA Marketing Management	Jaipur National University	JNU, Jaipur	2020	66%
2	Diploma in Business Management	International Business Management Institute (IBMI), Berlin	IBMI Berlin	2019	Successful Completion
3	MSc Biotechnology	ARIBAS	S.P.U	2011	59%
4	BSc Biotechnology	Sheth M.N Science college	H.N.G.U	2009	67%

## WORKING EXPERIENCE

- Currently working with Accumax Lab devices Pvt Ltd as Marketing & Communications Lead since December 2022.

**Roles & Responsibilities:** Develop strategies and tactics to get the company branding & drive qualified traffic to the company, Deploy successful marketing campaigns & own their implementation from ideation to execution. Experiment with a variety of organic and paid acquisition channels, Produce valuable and engaging content for our website and blog that attracts and converts our target groups, Build strategic relationships with influencers of our industry, Prepare and monitor the marketing budget on a quarterly and annual basis and allocate funds wisely, Oversee and approve marketing material, Analyze consumer behavior and adjust email and advertising campaigns accordingly.

**HQ:** Ahmedabad

**Area of Coverage:** Domestic and International Market.

- Worked at CoSara Diagnostics Pvt Ltd as General Manager- Sales & Marketing from November 2021 to November 2022.

**Roles & Responsibility:** *Oversee sales and marketing activities to achieve National corporate revenue goals, Plan and assign daily workload to sales team, Evaluate performance of entire sales team and provide appropriate feedback, Provide guidance to sales representatives in their assigned duties, Develop new sales techniques for business growth and profitability, Provide excellent services and ensure customer satisfaction to build business, Represent company brand in sales conferences and trade shows, Identify selling strategies and opportunities to increase revenue and Evaluate current sales processes and recommend improvements.*

**HQ-** Ahmedabad

**Area Coverage:** PAN India and Exports

- Worked at Roche Molecular Diagnostics as Zonal Sales Manager from September 2017 to October 2021.

**Roles & Responsibility:** *Sales & Business Development for Molecular Diagnostics Instruments & Consumables, Guiding customers on Molecular setups, Customer Relationship Management, Channel Partner & Distribution Management, Conducting CMEs for Healthcare professionals.*

**HQ-** Ahmedabad- From Sept-17 to May-19, Mumbai- From June-21 till October-21.

**Area Coverage:** Gujarat, Maharashtra and Goa

**Achievements:**

- ✓ 1<sup>st</sup> in India to initiate HPV DNA project in history of Roche Diagnostics India.
- ✓ Was honoured with “Marshall of Roche” in 2019 for Outstanding Performance.
- ✓ Achieved my Annual AOP in all four consecutive years.

- Worked at BD Diagnostics as Area Sales Manager from November 2015 to August 2017.

**Roles & Responsibility:** *Sales & Business Development for Clinical Microbiology Instruments & Consumables, Customer Relationship Management, Channel Partner & Distribution Management, Conducting Knowledge sharing Seminars for Healthcare professionals.*

**HQ-** Ahmedabad

**Area Coverage:** Gujarat.

**Achievements:**

- ✓ *Crossed my Annual AOP well above my Target in both years.*
  - ✓ *Awarded BD star of the Year for Achieving 100% of my Annual Sales Revenue for FY2016.*
  - ✓ *Unique Achievement of selling three Newly launched Instruments first Time in India.*
- *Worked as Technical Sales Specialist at LifeTechnologies (Thermo Fisher Scientific) from March 2014 to October 2015.*
- Roles & Responsibility:** *Sales of allotted Instruments and Consumable range of products, Assisting customer in technical queries, Organizing roadshows, Demos and Seminar at customer level and New Business development.*

**HQ-** Ahmedabad

**Area Coverage:** Gujarat and Madhya Pradesh

**Achievements & Awards:**

- ✓ *Awarded as Best YOY Sales Performer at South-Asia Level in 2015 at Thermo Fisher Scientific.*
- *Worked as Marketing Officer at HiMedia Biosciences from December 2011 to February 2014.*
- Roles & Responsibility:** *Key Accounts Mapping, Market research for competitor products, Technical support for Cell culture and Mol bio products, penetration of our consumable and plasticware range of products and participation in government tenders.*
- HQ-** Ahmedabad **Area Coverage:** Gujarat
- Achievements & Awards:**
- Nominated as Best Sales New Comer at All India Level in 2012 at Himedia Laboratories.*

**AWARDS**

- *Awarded as Best YOY Sales Performer at South-Asia Level in 2015 at Thermo Fisher Scientific.*
- *Awarded BD star of the Year for Achieving 100% of my Annual Sales Revenue for FY2016.*

- *Awarded with “Marshall of Roche” in FY 2019 for outstanding performance above expectations.*

### ***Licenses and Certifications:***

- *Certificate in Fundamental Selling Skills Program by Forum.*
- *Certificate of completion for “Journey of Self Discovery: Personal Effectiveness” by Dale Carnegie*
- *Certificate of Marketing and Communications from IBMI Berlin*
- *Certificate in Strategic Selling with Perspective by Miller Heiman Group*
- *Certificate in Time Management-Working from Home by Project Management Institute, Washington DC*
- *Professional Certificate in Strategic Management by Metropolitan School of Business & Management, UK.*

### ***Extra Circular ACHIEVEMENTS***

- *‘A’ certificate exam of N.C.C under the authority of ministry of defence, government of India.*
- *ENVIRONMENT & DISASTER management examination, North Gujarat University.*

### ***DECLARATION***

- *Myself AANAK GOSWAMI do solemnly declare that the statements furnished above are true to the best of my knowledge and belief.*