



VAKUL GOEL

General Manager

An accomplished professional with a dynamic career in Sales, Business Development, and Key Account Management, targeting challenging assignments in Sales & Marketing and Product Development with an organization of high repute across north & central India

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PROFILE SUMMARY

- Performance-driven professional with **more than 15 years** of rich & extensive experience in Business Development, Product Development, Sales (B2B & B2C), & Market Expansion in the healthcare domain
- Proficient in managing business development, lead generation & client retention, identifying & developing new markets, and achieving targets
- Played a key role in establishing cordial relations with leading customers like doctors, retailers, institutes & hospitals
- Conversant in the field of prenatal/postnatal specialized diagnostics based on fundamental biochemistry, such as markers, cytogenetics, DNA, and NGS-based genetic studies
- Efficiently been working in **stem cell banking** that is a concept selling as well as a B2C sales
- Managed coordination with hospitals, looking after marketing activities with hospitals, ANC, CME's, and Dr. calls as well as preparing Client PPTs and converting them into long lasting clients
- Maintained and expanded the database of prospects of the organization by conducting market research and effectively identifying new targets for sales and marketing
- **Engaged in the expansion of Lifecell International Pvt. Ltd.** franchises across northern India in states like Punjab, Haryana, Jammu & Kashmir, UP, MP, Uttarakhand and currently expanding into the western zone like Maharashtra and Gujarat
- Spearheaded the expansion of Diagnostic centres; they mainly deal with pregnancy tests, new born screening and preventive screening (reframed)
- **Strong business acumen**, with experience in of collaborating with key decision-makers/ leaders across target organizations and **penetrating new markets** for revenue & business growth
- **People Leader**, who has successfully led and motivated teams in cross-cultural environment towards growth and success in the organization; created a clear & compelling view of future through coaching and execution
- **Result-oriented professional** with recognized proficiency in spearheading business to accomplish corporate plans and goals successfully

CORE COMPETENCIES

- Sales & Business Development
- Distribution/Channel Management
- Market & Competitive Analysis
- Strategic Market Positioning
- Territory Growth Management
- P&L Management
- Corporate Tie-Ups & Management
- DSO Management
- Compliance
- Sales Training & Leadership
- Product Development
- B2B & B2C Sales
- Budgeting & Estimation

EDUCATION

B.Tech. (Biotechnology) from S.U.S College of Engineering & Technology, Mohali, Punjab from 2002 – 2006

SOFT SKILLS

- Collaborator
- Communicator
- Planner
- Negotiations
- Problem Solving

GROWTH PATH





WORK EXPERIENCE

November 2006 – Till Date, Lifecell International Pvt. Ltd.

Key Result Areas General Manager (Preconception & Fertility):

- **Analyzing business potential, conceptualizing & executing strategies** to drive sales and achieving desired targets for revenue expansion
- **Steering efforts in identifying, developing new market segments** and tapping profitable business opportunities for Branch and Franchisee
- Leveraging business development skills to expand the reach of Lifecell products and services across major hospital chains and becoming the face of diagnostic services for the hospital
- **Developing key relationships** in target markets and launched specific products, scripted product turnarounds & augmented sales, analyzed partnering programmes, and institutional tie-ups
- **Instituting & executing high level business strategies** and overcoming complex business challenges using experience-backed judgment, strong work ethics and irreproachable integrity
- **Spearheading business growth & expansion plans** in terms of value, volume, market share & yield by introducing new ideas & concepts
- **Guiding & motivating people** to perform beyond their normal past established skills/ levels and impacting the organization's profitability through effective management decisions
- **Competently managed the diagnostics space**, which is specialized diagnostics like PNS, Genetics and NBS in the mother, and the baby space that also involved B2B sales, Dr. network expansion, conducting or sometimes assisting the webinars, and CME's
- Enhancing individual and team productivity through tracking sales performance via analysis of MIS reports, coaching for Superior performance, assisting and developing team members, motivating them and retaining the performers
- Increasing revenue and pipeline growth through strategic sales solutions, analytics and channel partner alliances within short time of on-boarding
- Developing a sales contact direct marketing plan and attending industry events to build relationships with key prospects

Highlights:

- **Achieved yearly sales targets by 96%** by identifying, prospecting and qualifying new customers and selling through strategic partners (Target – 38.4 Cr, achieved – 37 Cr)
- **Overachieved previous year's sales target (Target – 29.5 Cr, achieved 29.61 Cr)**
- Held the distinction of developing business, retention & expansion of key accounts for products like : **markers , NIPT , KT , QF-PCR , NGS based genetic testing CMA, CES, WES**
- **Member of Lifecell Achievers Club (8 times out of 10)**

Key Result Areas as General Manager Sales (Diagnostics & Biobank):

- **Supervising and expanding the network of in-hospital lab model**; ensuring the proper setup of multiple test for expecting mothers and newborn babies like **Fetal Health Test, Pre-Natal Screening, and Genetic Testing**
- Promoting multiple services like **RTPCR, Next-Gen Sequencing, New-Born Screening**
- Front-Led towards achieving of agreed targets/objectives for the Medical Lab and Diagnostic Centre functions

Key Result Areas as Deputy General Manager (Diagnostics & Biobank):

- Implemented new programs, tests, methods, instrumentation, and procedures by investigating alternatives; preparing proposals; developing
- and performing parallel testing; monitoring progress
- Successfully improved team culture through implementation of a specific, team-driven tactical plan focused on components such as Courage & Candour and Rapid Disciplined Decision Making

PERSONAL DETAILS

Date of Birth: 4th December 1982

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Languages Known: English, Hindi & Punjabi