

**Anup Dasgupta**

Tel: **00-971-50 4723251.** (Dubai)

Email: rabinoverseas@gmail.com

**Job Objective**

Seeking assignments in Business Development/Sales & Marketing/ Relationship Management with an organization of high repute.

**Professional Synopsis**

Over 21 years of cross cultural experience in Business Development, Sales, Marketing, Customer Relationship Management & Team Management in Analytical Instruments manufacturing sector. Presently working with **BDH Middle East LLC, Dubai , UAE as REGIONAL HEAD for Analytical instruments sales business.** Expertise in market plan execution, staffing & targeted marketing and proven ability to achieve the pre-set sales & profitability targets. Ability to support and sustain a positive work environment that fosters team performance with strong communication and relationship management skills.

**Areas of Expertise**Sales & Marketing

- ✦ Managing marketing and sales operations of analytical equipments for achieving increased growth and profitability.
- ✦ Implementing sales promotional activities as a part of product launch, brand building and market development effort.

Channel & Distribution Management

- ✦ Appointing and monitoring channel sales and marketing activities of distributors; implementing effective strategies to maximise sales and accomplishment of revenue and collection targets.
- ✦ Responsible for demand forecasting & managing inventory pipeline, ensuring ready availability of products as per the market demand.

Client Servicing

- ✦ Identifying prospective clients, generating business from the existing clientele, thereby achieving business targets.
- ✦ Building and maintaining healthy business relations with major clients, ensuring maximum customer satisfaction by achieving delivery & quality norms.

Team Management

- ✦ Leading & monitoring the performance of team members to ensure efficiency in sales operations and meeting of individual & group targets.
- ✦ Conducting meetings for setting up sales objectives and designing or streamlining processes to ensure smooth functioning of sales operations.

**Organisational Experience****BDH Middle East LLC , Dubai    Regional Manager & HEAD of Analytical Instruments Business**

**Since January, 2012 till Present.**

**Responsible for marketing Hitachi HPLC / Ionics Triple Quadrupole MS / Dani GC, GCTOF MS/ CAMAG HPTLC / Bruker Q TOF, NMR, FTIR, FT NIR / Malvern GPC , Particle size Analyser, Rheological Instruments at Institutional / Industrial sales including large scale turnkey Laboratory set up etc.**

**A Total Business Target of AED 22 Million for GCC Countries ( UAE, OMAN,QATAR,BAHRAIN, KSA etc) including Laboratory set up Projects.**

**Emphor FZCO, Dubai      Sales / Product Manager**  
**Dec,2011**

**Since April' 08 –**

Responsible for marketing **Perkin Elmer / JEOL** complete range of instruments in UAE.  
Annual Target – 7 million Dirhams per year.

**BCL , DUBAI.      Area Sales Manager      Since April'04 – March'08**

- ⇒ Spearheading business development efforts for achieving pre-defined targets of analytical instruments across the market of UAE.
- ⇒ Target Achieved: 4 Million Dharams per annum
- ⇒ Markets explored: Research Institutes / Industries for different applications in UAE/MIDDLE EAST.
- ⇒ Got the opportunity to attend training in **JEOL, Japan** on analytical instruments like NMR, **High resolution Gas Chromatograph mass spectrometers, etc.**
- ⇒ Attended the training in RIGAKU , Japan for WDXRF and XRD.
- ⇒ Attended the training for NITON Products.

**National Scientific Co Ltd., Saudi Arabia. Technical Executive      Sept'03 – April'04**

- ⇒ Involved in promotion & sales of analytical instruments of different leading overseas principals in Saudi Arabia ( **Varian , Waters**)
- ⇒ Target achieved: Rs. 1.5 Million Saudi Rials per annum.
- ⇒ Markets explored: Saudi Aramcos / Sabic and Research Institutes in Saudi Arabia.
- ⇒ Received Letter of Appreciation for Best Technical Sales Person.

**Apex Scientific, India**

**Business Partner**

**June'99 – Aug'03**

- ⇒ Target achieved: INR 75 Lacs.
- ⇒ Markets explored: Research Institute / Different Industries.

**Spinco Biotech Pvt. Ltd., India**  
**May'99**

**Product Manager**

**May'94**

**–**

- ⇒ **Shimadzu** make analytical instruments.
- ⇒ Involved in promotion & sales of analytical instruments of Shimadzu Corporation, Japan in India.
- ⇒ Target achieved: INR 80 Lakhs per annum.
- ⇒ Trained as specialist for Shimadzu HPLC/GCMS in Shimadzu Kyoto factory in Japan.

**Blue Star Ltd., India**

**Technical Sales Executive**

**June'90 – April'94**

- ⇒ Responsible for sales of analytical instruments of different leading overseas principals in India such as **Agilent Technology** and Hitachi.
- ⇒ Target achieved: INR 50 Lakhs.

**Netel Chromatographs, India**

**Product Executive**

**May'89 – May'90**

- ⇒ Responsible for sales and promotion of Indigenous Gas Chromatographs/Air Pollution Measuring Instruments in India.
- ⇒ Target achieved: INR 50 Lakhs per annum.

#### **Training Programs Attended**

- ⇒ Attended training on **Shimadzu HPLC & GC-MS at Kyoto factory**, Japan as a Specialist.
- ⇒ Attended training on JEOL NMR/Mass Spectrometers at JEOL , JAPAN.
- ⇒ Attended training on RIGAKU products like WDXRF & XRD in JAPAN.
- ⇒ Attended training on HORIBA JY products in Thailand.

#### **Academic Credentials**

⇔ **M.Sc (Analytical Chemistry)** from Jadavpur University, India in 1989.

⇔ **B.Sc (Chemistry Hons.)** from Calcutta University in 1984.

#### **Personal Details**

Present Address : P O BOX 28637, DUBAI, UAE .

Present working Place. Dubai and residence of Dubai with family status.

Driving Licence : Possess the valid driving license of Dubai, UAE.