


AJAY BEERLA

SALES
SPECIALIST

CONTACT

 beerlaajay@gmail.com

 (91) 9581956789

SUMMARY

A bright, ambitious and highly Motivated Business Development manager having experience of 7+ years in various fields including Urban Farming, E-Commerce, Scientific events and Pharma. Have a long track record of delivering assigned targets within the projected time meeting the expectations of the organisation by effectively organizing, managing and utilizing all resources. Able to manage teams on leads generation and client servicing where the highest standards are routinely demanded. Always actively involved in coordinating with all other teams in the organisation which resulted in numerous contract wins.

WORK EXPERIENCE

LEAD - SALES AND OPERATIONS

HEMOCROP | August 2017 – May -2020

- Identifying the potential areas for business.
- Understanding the vertical of Organic farming and need of the same in the market
- Co-ordinating with the founding team to build the product
- Conducting BTL activities through identified areas for maximum reach
- Initiating ATL activities
- Coordinating with the social media team to ensure proper boost of the product through available platforms
- Competitor Analysis
- Monitoring operations team ensuring smooth delivery of the product.
- Delegating and managing the service work flow post installation.
- Client Relationship Management
- Expansion to new Areas, identifying partnering channels
- Taking care of entire sales cycle from lead generation to closure

MANAGER - CORPORATE SALES

LITTLE INTERNET PVT LTD | FEB 2017 - JULY 2017

- Developing and Building the product
- Introducing the new product into the market
- Studying the acceptance and making necessary changes to the product
- Client Relationship Management
- Managing the team of CRO's and ensuring smooth operations
- Manage on boarding potential and premium accounts
- Planning and execution of various BTL activities and driving sales

CAREER STATEMENT

"Apart from contributing to the processes and strategies which enhance any project I work on, my other greatest strengths are perseverance, dedication, a keen eye for improvement and ability to handle pressure. I accept challenges very enthusiastically and believe that great learning occurs only under challenging situations. Also capable of coordinating and leading all team resources whilst at the same time building strong working relationship with other teams within the Organisation"

MANAGER - BUSINESS DEVELOPMENT

SBRICKS CASTLE CARE PVT LTD | APRIL 2015 - FEB2017

- Understanding the vertical in detail and making note of pain points in customer's point of view.
- Identifying the service providers, understanding the quality.
- Manage on boarding the service providers.
- Maintaining relationship with the existing service providers and b2b customers.
- Capturing the branding options in the market.
- Studying, understanding and introducing possible new verticals into the market.
- To work on social media presence and other marketing strategies.
- Train the team members and delegate the work.
- Competitor Analysis.

ASSISTANT MANAGER - BUSINESS DEVELOPMENT

OMICS INTERNATIONAL PVT LTD | DEC 2013 - FEB 2015

- Lead generation
 - Key Account relationship management
 - Organizing B2B meetings (planning action)
 - To work on media presence and other marketing strategies
 - Coordinating with the team to generate Revenue
 - Initiating PR strategy meetings and execution of plans

EXECUTIVE - BUSINESS DEVELOPMENT

REE LABS PVT LTD | NOV 2012 - OCT 2013

- Lead generation - Prospects
 - Detailing the product
 - Initiating associations with Hospitals

PERSONAL SKILLS

- Solution orientated
- Relationship building
- Detail orientated
- Decision making
- Perseverance
- Attention to detail
- Confident
- Flexible & adaptable
- Positive attitude
- Cooperative

LANGUAGES

- English
- Telugu
- Hindi

REFERENCES

Available on request

EDUCATION

POST GRADUATE DIPLOMA IN PHARMACEUTICAL MANAGEMENT | 2011 – 2013

- **MITCON INSTITUTE OF MANAGEMENT, Pune**
- **Marketing Specialization with an aggregate of 61%**

BACHELORS IN PHARMACY | 2006 – 2011

- **KAKATIYA UNIVERSITY, Warangal**
- **Specialized in Pharmacy with an aggregate of 59%**

PROJECT UNDERTAKEN

- Worked as a Marketing Intern for a project at Aurobindo Pharma Ltd, Hyderabad, To Identify the Market potential and Determine the factors that lead to the Acceptance of Antiretroviral/HIV drug (Tenofovir)
- Undergone Industrial training in Mars Therapeutics, Hyderabad.
- For a period of three Months

ACHIEVEMENTS

- Was an active Member in “The Rotaract club” (a subsidiary of Rotary club)
- • Awarded with certificate for the participation in workshop “Ideas to Execution for Entrepreneurs” conducted by Nurture Talent Academy and IIT Delhi
- • Involved in various activities and events at the inter and intra college fests

DECLARATION

- All the above furnished particulars are true to the best of my knowledge.

AJAY BEERLA