**HARI PRASAD C**  
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**Professional Summary**

With over 8.6 years of experience in the healthcare and diagnostics industry, I have a strong background in marketing, territory management, and sales. I excel at growing businesses, building lasting relationships with healthcare providers, and leading teams to achieve success.

**Professional Experience**

**Company Name:** Credence Diagnostics  
**Role:** ASM Manager  
**Duration:** 1.8 y -[DEC 2022 - JUL 2024]  
**Key Responsibilities:**

* Developed and implemented sales strategies to increase market share and achieve revenue targets.
* Led a team of sales representatives, providing training, guidance, and performance evaluations.
* Established and maintained strong relationships with key accounts, including doctors, hospitals, and laboratories.
* Conducted market analysis to identify new business opportunities and areas for expansion.
* Ensured compliance with industry regulations and company policies.

**Company Name:** Dr. Remedies  
**Role:** ASM Manager  
**Duration:** 1 Month -[August 1 - August 31 2023]  
**Key Responsibilities:**

* Focused on setting up initial sales strategies and building client relationships.
* Assisted in the recruitment and training of new sales staff.
* Initiated contact with potential clients to introduce Dr. Remedies' product offerings.

**Company Name:** Viltis  
**Role:** Territory Manager  
**Duration:** 10 Months -[Sep 2022 - July 2023]  
**Key Responsibilities:**

* Managed sales activities across assigned territories for Viltis to achieve sales goals.
* Conducted regular visits to healthcare facilities, promoting Viltis products and gathering feedback.
* Coordinated with the marketing team to design and implement promotional campaigns for Viltis.
* Monitored competitor activities and adjusted sales tactics accordingly.
* Provided reports and updates on territory performance to Viltis senior management.

**Company Name:** Megsan  
**Role:** Territory Manager  
**Duration:** 11 Months -[SEP 2021 - JUL 2022]  
**Key Responsibilities:**

* Oversaw sales operations in designated territories for Megsan, focusing on building and maintaining client relationships.
* Developed territory-specific marketing strategies for Megsan to boost product visibility.
* Tracked sales performance and adjusted strategies to meet or exceed targets for Megsan.
* Collaborated with cross-functional teams to streamline processes and improve customer satisfaction with Megsan’s products.

**Company Name:** Omex Diagnostics  
**Role:** B.D.O (business development officer)  
**Duration:** 1.11 y -[Sep 2020 - July 2022]  
**Key Responsibilities:**

* Played a key role in expanding market presence for Omex Diagnostics in the assigned region.
* Conducted product presentations and demonstrations of Omex Diagnostics' offerings to prospective clients.
* Managed customer inquiries and provided timely solutions to issues related to Omex Diagnostics.
* Assisted in the organization of promotional events and trade shows for Omex Diagnostics.

**Company Name:** Balaji Diagnostics  
**Role:** Marketing Manager  
**Duration:** 1 y -[Sep 2019 - August 2020]  
**Key Responsibilities:**

* Led the marketing department at Balaji Diagnostics, developing and executing comprehensive marketing strategies.
* Managed marketing budgets for Balaji Diagnostics and optimized spending across channels.
* Collaborated with the sales team to align Balaji Diagnostics' marketing initiatives with sales objectives.
* Analyzed market trends and customer feedback to refine marketing approaches for Balaji Diagnostics.
* Successfully launched new products for Balaji Diagnostics, achieving significant market penetration.

**Company Name:** SLV  
**Role:** Marketing Executive  
**Duration:** 2 y -[Sep 2017 - August 2019]  
**Key Responsibilities:**

* Conducted regular meetings with doctors and laboratories to promote SLV products and services.
* Built and maintained strong relationships with key stakeholders in the healthcare industry for SLV.
* Assisted in the development of marketing materials and campaigns for SLV.
* Monitored sales performance and provided insights for improvements at SLV.
* Provided training and support to junior marketing staff at SLV.

**Education**

**Bachelor of Arts in History, Commerce, Economics, and Civics (C.E.C)**  
M.K University, Madurai, India  
1995-1997

**Skills**

* Sales Strategy and Execution
* Territory Management
* Team Leadership and Development
* Client Relationship Management
* Market Analysis and Research
* Marketing Campaign Development
* Product Launch and Promotion
* Regulatory Compliance
* Negotiation and Persuasion
* Effective Communication
* Customer Service
* Relationship Building
* Problem Solving
* Time Management
* Adaptability
* Strategic Planning
* Decision Making
* Conflict Resolution
* Networking
* Presentation Skills
* Goal Setting
* Creative Problem Solving
* Multitasking

**References**

