

## PANKAJ KUMAR PODDAR

Flat No.309, Block- C, Armsburg Koundinya, Opposite to Indian Oil Petrol Pump, Quthbullapur Road, Suchitra Circle, Hyderabad-500067, A.P.

Contact: +91-9393401344; E-mail: pankaj\_dhubri@yahoo.com; pankajdhubri123@gmail.com

Pref. Location: Hyderabad

---

## SALES, MARKETING & BUSINESS DEVELOPMENT PROFESSIONAL

*Offering 16 years' experience; seeking a challenging position with a growth-oriented organization, which would give me the opportunity to utilize my skills for development of professional / personal goals & organizational objectives.*

---

### PROFILE

- ⇒ A sincere Sales & Marketing Professional with 16 years of experience in Sales & Marketing, Product Launch, Business Development, Market Analysis, Event Management, People Management, Strategy Planning and Distribution; Possess capabilities to augment business, streamline distribution networks, promote products for business excellence & organize varied events. Presently working with Polynovo Biomaterials India Pvt. Ltd., Delhi as Regional Sales Manager- North & East, handling a team of 5 product specialist and 3 CSR across North and East regions.
- ⇒ Designed innovative sales strategies to ensure deeper penetration, customer loyalty and brand presence, thereby bringing in substantial growth in revenues. Exposure in identifying and adopting emerging trends & addressing industry requirements to achieve organizational objectives.
- ⇒ Contributing to the success by managing, reviewing and undertaking appropriate sales & marketing strategies, New Customer Development.
- ⇒ Dedicated, hardworking, energetic and focused individual, with proven learning and problem-solving abilities and well-developed skills and ability to perform multi-tasks; Quick learner, Man management skills extremely goal-oriented, innovative and adapts easily to new situations.

#### Core Competencies:

⇒ Sales & Marketing ⇒ Strategic Planning ⇒ Product Launch / Promotions ⇒ Market Analysis ⇒ Team Management ⇒ Training/Development ⇒ Business Development ⇒ Key Account Management ⇒ Competition Analysis ⇒ Customer/ Supplier Relation ⇒ Material or Inventory Control ⇒ Documentation ⇒ Relationship Management ⇒ Team Management ⇒ KOL Management ⇒ Talent development ⇒ Negotiation skill

---

### PROFESSIONAL EXPERIENCE

#### POLYNOVO BIOMATERIALS INDIA PVT LTD

Regional Sales Manager, North & East

June 2023- till date.

- ⇒ As a Regional Sales Manager- North & East. Handling a team of 5 Product Specialist and 3 CSR (Contract Sales Representative), grooming, and helping them to achieve organizational goals along with market knowledge. Enabling them with proper product knowledge and support the team for their professional growth.
- ⇒ To create future leaders and talent.
- ⇒ To make strategies for product promotion, product launch, exploring newer market opportunities in different territories for both private and government tender business.
- ⇒ Present clinical talks in different medical colleges.
- ⇒ Enabling team in promoting dermal matrix implants for full thickness skin loss in Burn, Trauma, DFU and advance wound management.

#### ETHICON ENDO SURGERY, JOHNSON & JOHNSON, Hyderabad

Zonal Account Manager, Telangana & AP Trade and KA

Nov 2010 - June 2023

- ⇒ As a Zonal Account Manager In charge of KA & Trade for entire Telangana and AP business for both Energy (Capital & Consumables) and Endo Mechanical business. Handling a team of 2 CSR (Contract Sales Representative), grooming, and helping them to achieve organizational goals along with market knowledge. Enabling them with proper product and procedure knowledge.
- ⇒ Spearheading efforts as Zonal Account Manager promoting Laparoscopic and Open Surgery Energy Devices and consumables like Harmonic Ultrasound coagulating devices, Enseal Vessel sealer, Basic diathermy generator- Megadyne, Megasoft and Open & Lap Staplers to Onco Surgeon, Laparoscopic Surgeon, GI Surgeon, Gyn Surgeon, General Surgeon, Bariatric Surgeon, Urologist, Pediatric surgeon's, Thoracic surgeons, Head & Neck surgeons, ENT, Hepato-biliary surgeons.

- ⇒ **Managing Non-Clinical Stakeholders-** Managing the businesses in KA by meeting the non-clinical stakeholders and discussing the growth plans with top management of hospitals and provide solutions and services.
- ⇒ Accountable for maintaining relationship with dealers in market and managing distributors and agents.
- ⇒ **Provide assistance to the surgeons during surgery** for the proper functioning of the above-mentioned machines inside the **Operation Theatre** and make Surgeons comfortable in using new instruments/probes.
- ⇒ **Provide product training to upcoming Surgeons in Ethicon Institute of Surgical Education (EISE) on Minimal Access Surgeries.**
- ⇒ **Being a Science of Energy trainer, I give training and academic sessions on different energy modalities and the working principle science behind that to doctor's, nurse's, BME's to different hospital and medical college's across Telangana and AP.**
- ⇒ **Conduct training programs for the OT staff and Bio Medical Department Staff** on handling and care of the machines and consumables etc.
- ⇒ Giving Demo's to different Surgeons on Energy devices in different procedures.
- ⇒ Lead pipeline generation for Capital closure in nursing homes across Telangana and AP.
- ⇒ **Arrange Patient Education Awareness Program** in institutions to educate them on post surgery Dos & Don'ts; organize **Knowledge Enclave Program** in institutions or Venues to spread awareness about **Minimal Access Surgeries**, different surgical procedures and Bariatric Surgery among Surgeons.
- ⇒ In charge of **Capital Equipment** business like **Harmonic Scalpel** and **Enseal vessel sealer** and consumables business in **Key Accounts**.
- ⇒ Successfully handled **Key Accounts** like **Indo American Cancer Institute, Yashoda, Omega, KIMS, BGS Global, Kamineni, Medicovert, Maxcure Suyosha, Rainbow, Citizens, Pace, Sunshine and Care Hospital in Hyderabad/Secunderabad** and Trade nursing homes across Telangana and AP.
- ⇒ Drive implementation of systems for improving customer satisfaction and develop Good Customer relationship.
- ⇒ Handling 3 surgical distributors spread across Hyderabad.
- ⇒ Joined Ethicon Endo Surgery as Territory Manager and promoted to Assistant District Manager and then to Zonal Account Manager and then to Area Account Manager over a period of 11 Years.

#### **Professional Accomplishments:**

- ⇒ Stood Top Rank from South Zone on Pinnacle training program conducted by Ethicon Endo Surgery, Johnson & Johnson 2010 competing India, Srilanka and Bangladesh.
- ⇒ Secured 2nd rank in the **MSR Induction Training programme of JOHNSON & JOHNSON**, held in Lonavala in Oct 2007.
- ⇒ All India Topper for Sibelium-Migraine Prophylactic Drug Retailing for 2009 from **JOHNSON & JOHNSON Pharma**.
- ⇒ **Johnson & Johnson Pharma** has done a video recording of my detailing for Neuro Vascular theory on Migraine prophylaxis which was played in all cycle meeting across India, and which became a role model for all representatives. I received all India recognition for the same from **JOHNSON & JOHNSON**.
- ⇒ **All India Best Salesperson for Capital-Harmonic 2013.**
- ⇒ **FRC (Fast Runner's Club)-2013, 2015, 2016, 2020, 2021- Completing my 12-month's target in 10 months.**
- ⇒ **MD'S Club of Excellence- 2013.**
- ⇒ **All India Best Capital Award (GEN11- Harmonic)- 2013**
- ⇒ **Best Regional Award- 2013 for Energy- Harmonic & accessories.**
- ⇒ **All India Runners up Award for NTLC (Open Linear Cutters)- 2017**
- ⇒ **Lead Award Winner- 2017**
- ⇒ **Certified Field Sales Trainer (FST)- 2018**
- ⇒ **Certified Science of Energy trainer- 2018**
- ⇒ **All India Best Salesperson for Minimal Invasive Procedures (MIP) Products- 2018**
- ⇒ **Achieved Business plan year on year.**
- ⇒ **Mumkin to Hain (MD'S Club Award)- 2020**
- ⇒ **Best Salesperson (Private), All India No.1 for EES Business- 2020**
- ⇒ **CPL (Capital Premier League) Winner for 2021 for selling highest no of Harmonic capital in India.**

### Significant achievements: (ETHICON ENDO SURGERY- Nov 2010- June 2023)

As a Territory manager for Energy- Capital and accessories, did some exceptional work in developing **KEY ACCOUNTS** like **INDO AMERICAN CANCER HOSPITAL, KIMS**, which helped me in doubling the business.

When I joined in **Nov-2010** my territory business was of **70 lakhs**.

**2011**, I achieved **103%** of my annual **Target** and made my territory a **142 lakhs** territory, delivering a **growth of 102. %** and **doubled my business** in the allotted **key accounts**.

**2012**, I achieved **90%** of my annual **Target**.

**2013**, I achieved **142%** of my annual **Target** with a growth of **240%** in my **Key Accounts**. Completed my annual target by July and exceeded the BP for which I was awarded with **FRC** and **MD'S CLUB OF EXCELLENCE Award**. I was also awarded as **All India Best Salesperson for Capital-Harmonic 2013**.

**2014**, I achieved **92%** of my annual target.

**2015**, I achieved **115%** of my annual target.

**2016**, I achieved **112%** of my annual target.

**2017**, I achieved **125%** of my annual target and received all India runners up award for **NTLC (Open Linear cutter)**

**2018**, I achieved **114%** of my annual target.

**2019**, I achieved **85%** of my annual target.

**2020**, I achieved **130%** of my annual BP and received the prestigious **Best salesperson Award**.

**2021**, I achieved **117%** of my annual BP and made sure that both my CSR delivered their individual BP. Received the **FRC** award for completing annual BP in 10 months.

**2022**, I achieved **92%** of my annual BP.

### **BAUSCH & LOMB,**

**Feb. 2010 - Nov.2010**

Sales Executive, Cataract Surgical, Hyderabad.

- ⇒ Spearheading efforts as **Sales Executive** for promoting **Phaco-Emulsification** machines viz. **Stellaris, & Millenium to cataract surgeons**.
- ⇒ Accountable for product planning, branding and maintaining relation with dealers to promote the product in market and introducing and coordinating and managing distributors and agents.
- ⇒ **Provide assistance to the surgeons during surgery** for the proper functioning of the above mentioned machines inside the **Operation Theatre**.
- ⇒ **Promote Intra-Ocular Lenses (IOLs)** of various grades and materials to cataract surgeons.
- ⇒ Organize **training of the Opthal counselors** on the features and benefits of company's IOLs enabling them to convince the patients to accept the **BAUSCH & LOMB, IOLs** over rival IOLs thereby maximizing sales.
- ⇒ Conduct **training programs for the OT staff and Bio Medical Department Staff** on handling and care of the machines, lens loading etc.

### **JOHNSON & JOHNSON, Bangalore** **Medical Service Representative**

**July. 2007 - Jan.2010**

- ⇒ Handled **ENT, Neuro, Gynecology, Physicians and Ortho segments**.
- ⇒ Highest contributor of **ULTRACET- pain killer sales** in Bangalore.

### **Significant achievements: ( JOHNSON & JOHNSON 2007-2009)**

- ⇒ **2007(AS MSR): 97% ACH YTD, 12.4% GTH YTD**
- ⇒ **2008 (AS MSR): 103.6% ACH YTD, 25% GTH YTD**
- ⇒ **2009 (AS MSR): 101.2% ACH YTD, 18% GTH Y**

---

### **EDUCATIONAL QUALIFICATION**

**M.Sc. Microbiology, 2007 ■ Oxford College, Bangalore (Bangalore University); 61.25%**

**B.Sc. Microbiology, 2004 ■ PES College, Bangalore (Bangalore University); 54.2%**

**HS (XII), 2000 ■ S.P. Higher Secondary School (Assam Higher Secondary Education Council); 48.6%**

**HSLC (X), 1998 ■ S.P. English Medium High School (Board of Secondary Education Assam); 64.6%**

### **Computer Skills:**

Windows, Excel, MS-Office & Internet

---

**Date of Birth:** 07<sup>th</sup> Oct. 1982

**Hobbies:** Making Friends, reading, Cooking, Music, Driving, Relationship building.

**Permanent Address:** S/O Pabitra kumar poddar, Tetul tala more, Opp. Govt. Boys High School, Dhubri, Assam-783301

**REFERENCES:** Available on request.