

Curriculum Vitae

Objective: Seeking to steer **Marketing & Sales / Business Development Operations** in sectors like **Healthcare / Laboratory Diagnostics (Marketing & Sales / Business Development)** while integrating Domain expertise, Leadership & Management skills enhancing Organizational objectives & performance to world-class levels.

Personal Details

Address	8, Sumeru Bungalows, Nr. Ravi Rashmi Soc., Ramdevnagar road, Satellite, Ahmedabad – 380015. Gujarat, India
Mobile	+91 9825038631, 8200443060.
E-Mail	hemanshu2106@gmail.com
Date of Birth Nationality	21 / 06 /1966 Indian

Work Experience

July 2022 – Present	Northstar Diagnostic Pvt Ltd., Ahmedabad Marketing Manager – Corporate & Trade. <ul style="list-style-type: none"> Local Government Tender Participation and follow up. Currently, in execution of a tender from Govt of Gujarat for <i>Health Check Up of 35,000 workers.</i> Corporate Marketing of Laboratory Tests/Specific Profiles including Government. Potential customer acquisition, Development of Marketing & Sales strategies
08/2020 – May 2022	Scientific Diagnostic Centre Pvt Ltd., Ahmedabad Marketing Manager. <ul style="list-style-type: none"> Marketing and Sales of Laboratory Tests / Profiles. Corporate Marketing of Laboratory Tests/Specific Profiles.
10/2018 – 04/2019	ADI Diagnostics – Hyderabad. Manager – Sales & Marketing. <ul style="list-style-type: none"> PAN India Tender Participation (Instruments / Reagent Kits) National Marketing, Research and monitoring of market and competitors Potential customer acquisition, Development of sales strategies
09/2016 – 09/2018	SALVUS Bio Research Solutions, Ahmedabad Center Head. <ul style="list-style-type: none"> Marketing and Sales of Blood Matrices Manage entire Donor / Subject Activity Extraction of Blood Matrices , Maintain Records of Donor / Subjects
09/2014 – 08/2016	APL Laboratory & Clinical Research Institute, Ahmedabad Manager – Sales & Acquisition. <ul style="list-style-type: none"> Corporate and Clinician Marketing and Sales of Laboratory Profiles.
02/2009 – 08/2009	TRIVITRON Healthcare Pvt. Ltd. Mumbai . Regional Sales Manager – Instruments / Reagents. Marketing and Sales of Instruments / Products handled: <ul style="list-style-type: none"> Microbiology :- Fully Auto Microbial Culture & Detection System from TREK Diagnostics, USA Electrophoresis :- Fully Auto Capillary & GEL Electrophoresis System from SEBIA-France. Molecular Biology :- RTPCR System, DNA/RNA Extraction kits from QIAGEN - Germany. Clinical Chemistry :- Fully Auto Clinical chemistry Analyzers from Thermo Electron, Thailand. Hematology :- Fully Auto Hematology Analyzers from MINDRAY, China
08/2008 – 01/2009	CADILA Pharmaceuticals – Ahmedabad. (CASIL Health Products Limited) Zonal Manager – Instruments, Reagents & Blood Banking Kits <ul style="list-style-type: none"> HIV Rapid Tests – CADISPOTS (IFFT Technology) HIV Rapid Tests – NEVA (Unique Agglutination Test with Whole Blood) HCV Elisa – ELIK HCV (Unique 4th Generation Elisa kit) HIV Elisa – ELIK HIV (Unique Advanced 3rd Generation Elisa kit). PANBIO Dangu IgG / IgM Rapid & Elisa kits

06/2007 – 08/2008	MEDSOURCE OZONE Biomedical Pvt. Ltd. – Faridabad Regional Sales Manager – Instruments & Reagents Marketing and Sales of Instruments / Products handled: <ul style="list-style-type: none"> Fully & Semi Automated Biochemistry Analyzers – HUMAN Gmbh, Germany. Elisa Work Station (Walk Away), Electrolyte Analyzers – HUMAN Gmbh, Germany. Fully Automated Hematology Counters – HUMAN Gmbh, Germany. Elisa Reader & Washer, ESR Analyzers.
10/1998 – 05/2007	RAPID Diagnostic Pvt. Ltd. – Delhi Regional Sales Manager – Instruments & Reagents <ul style="list-style-type: none"> OEM Business of RAPID Test Kits = IVD kits of ACON Labs, USA. Fully & Semi Automated Biochemistry Analyzers, AMAX Destiny = Fully Automated Co-Agulometer from SIGMA USA. Elisa Reader & Washer, Elisa Work Station, Electrolyte Analyzers.
05/1996 – 09/1998	SPAN Diagnostics Ltd. – Surat, Gujarat Sales & Service Engineer. <ul style="list-style-type: none"> Commenced career in SPAN Diagnostics, reported to the National Sales Manager – Instruments and gained exposure in Sales & Marketing and Service Operations including Follow up Procedures Instruments handled: <ul style="list-style-type: none"> Bio – Chemistry Analyzers, Hematology Analyzers Fully Automated Bio-Chemistry Analyzers, Elisa Reader & Washers, Electrolyte Analyzers and Fully Automated Bio-Chemistry Analyzers.
Achievements:	<p>Successfully negotiated with the related Authorities and instrumental in acquiring Govt. Rate Contract Orders / Tender Contracts from Govt. of Gujarat for the following:</p> <ul style="list-style-type: none"> Semi Automated Biochemistry Analyzers from BSS – China. Fully Automated Co-Agulometer Analyzer = AMAX Destiny^{Plus} from TRINITY Biotech, Ireland. Bio – Chemistry Reagent Kits, Blood Lancets. Detect HIV Elisa kits and PROTHROMBIN TIME kit from SIGMA Diagnostics, USA. Procuring Evaluation Report as per WHO Guidelines for the MALARIGEN Kit.

Personal Skills

Languages Known	<ul style="list-style-type: none"> English (Full Professional Proficiency), Hindi (Full Professional Proficiency), Gujarati (Mother tongue)
Organizational Skills	<ul style="list-style-type: none"> Target & Revenue Achievement ♦ Service & Client Servicing , Sound Knowledge in Diagnostics Parameters ♦ Brand / Sales Promotion , Relationship Management ♦ Product Awareness / Visibility ♦ Competitor's Analysis , Designing & Implementing innovative Business Strategies ♦ Client Communication ,
Computer Skills	<ul style="list-style-type: none"> MS Office (Word, Excel, PowerPoint etc),
Hobbies	<ul style="list-style-type: none"> Like Traveling and willing to include Overseas Travel for Job Requirement.
Education	<ul style="list-style-type: none"> Post Diploma in Computer Application Diploma in Electronics & Radio Engineering.