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| |  | | --- | | **ADARSH K. MEHTA**  Acknowledged for strengthening companies to lead in highly competitive markets and delivering innovative marketing concepts & strategiesTargetingsenior level assignments in **Sales / Business Development for Medical Devices/Pharma/Surgical Equipment/ Refractive Lasers** | | Profile Summary   * Strategic sales and marketing specialist with **over** **20 years of extensive experience in Medical Device, High Value Equipment & Pharma Sales and Marketing** * Penetrated markets in entire **North India (New Delhi, Punjab, UP, Haryana, Uttarkhanad & J&K), Maharashtra (Mumbai, Pune, Nagpur), Goa, Gujarat; extensively traveled over Maharashtra, North India & Gujarat** and exceptionally respectful and appreciative of diverse cultures and viewpoints with **linguistic proficiency in English, Hindi & Gujarati** * Expertise in **product development and new product launches** for emerging technologies * Expertise in **leading entire sales** from talent hiring to grooming a high performance Sales Team, **thereby delivering fiscal sales numbers in a consistent manner** * Proficient in establishing **business partnerships / alliances with Key Opinion Leaders / Key Decision Makers of leading Corporate, Hospitals & local doctors for business development** * **Articulate, decisive leadership, top performing team leader & quick learner,**  with strong adaptability to detail-oriented approach for managing high team performance through mentoring & problem solving * Recognized for following customer centric approach; able to perform as Team Player as well as Team Leader * An impressive and effective communicator with people management, problem-solving, relationship management, negotiation and coordination skills       Education   * **B.Sc. in Physics** from **C.U. Shah Science College**, Ahmedabad, Gujarat University in 2000     Work Experience  **Since Apr’07 with Alcon Labs India Pvt. Ltd.**  **Growth Path/Deputation**  **Apr’07-Aug’08: Sr. Territory Sales Executive –**  **(Rajkot, Jamnagar, Bhavnagar)**  **Sep’08-Dec’11: Sr. Equipment Manager – S&I**  **covered entire Maharashtra & Goa except Mumbai**  **Jan’12-Dec’17: Sr. Area Sales Manager – S & I, Western Mumbai, Mumbai**  **Since Jan’18: Sr. Manager – Refractive Lasers, North**  **(Delhi, Punjab, Haryana, UP, Uttarakhand, J&K)**    **Key Result Areas:**   * Developing and implementing adequate sales and promotional strategy that increases market share in units and values in the market in synergy with marketing & other business & support units within the assigned geographical market * Successfully managed team of 5 in Mumbai along with cross functional coordination to achieve & excel targeted numbers * Providing quality service to internal and external customers in all assigned tasks, while upholding organizational Values at all times * Analyzing competition through market information to finalize marketing strategy * Increasing SOV activities by PEV’s and organizing CME * Establishing strong & effective business relationship with KOL’s * Assessing the market response and communicating the same to the Marketing Teams for new applications * Ensuring successful accomplishment of preset business targets in face of growing competition; identifying prospective clients, generating business from new accounts and developing them to achieve profitability     Previous Experience  **Sep’06-Mar’07 with Pfizer India Ltd., Ahmedabad, India as Product Specialist-Ophthalmic Division ( Gujarat & MP)**  **Highlights*:***   * Overachieved sales target of Glaucoma & ARMD products by meeting Ophthalmologists & VR Surgeons in Gujarat & part of Madhya Pradesh (Indore & Bhopal) * Arranged CME for promotion of company’s products   **Aug’00-Aug’06 with Abbott India Ltd., Ahmedabad, India as Territory Executive -Specialty Care (Areas Covered : Ahmedabad, Jamnagar, Bhuj, Gandhidham, Entire South Gujarat, Anand)**  **Highlights*:***   * Monitored the sales of neuropsychiatric products * Achieved targets assigned by the company * Organized GP-Psychiatric meets to create awareness of neuropsychiatric products     Personal Details  **Date of Birth:** 15th April, 1980 | | |  | | --- | | Contact | | adarsh1548@gmail.com  +91-97300 43806  24, Gajanan Park, Nr. Khokhara Municipal Swimming Pool, Maninagar (East), Ahmedabad - 380008 | | Core Competencies | | * Business Acumen * Competitor’s Benchmarking * Sales, Business Development * Product Positioning, Launch, Promotion * Channel Management * Marketing (Seminars, Events, Conferences) * Hospital Sales Management * KOL & FOL Management * Team Building & Leadership | | Soft Skills | | * Communicator * Empathetic Leader * Negotiator * Collaborator * Team Player * Managerial Courage | | Achievements | | * Felicitated as ‘Power Players’ in Year 2018 * Nominated for ASM Excellence Award – S & I – Year 2015 & Year 2016. * Regarded as Best Instrumentation Specialist for the Year 2009, * Felicitated with "Achiever 2001" shield for achieving 100% for Prothiaden 75 as a Territory Executive in Abbott India in the year 2001 |     Languages   * English * Gujarati * Hindi     Career Timeline    **Since Apr’07**  **Alcon Labs India Pvt. Ltd.**  **Sep’06-Mar’07**  **Pfizer India Ltd.**  **Aug’00- Aug’06 Abbott India Ltd.** |