

Satish Kumar

- ❖ Sales Growth Leader
- ❖ Influencer
- ❖ Client Expertise
- ❖ Program Management

PROFESSIONAL SUMMARY

Result Result-Oriented Business Development Lead with 8 years of experience in the medical devices and automobile industry. Proven track record of achieving targets and retaining high-net-worth customers through KOL Management, data analysis, customer marketing, Channel sales, Team handling, Distribution management, and Corporate Hospital Management. Seeking a challenging role to utilize skills in driving business growth and success.

PROFILE SYNOPSIS

- Extensive Business Development & Sales Experience in leading Medical Devices/Automobile companies, driving transformation in markets by building outstanding sales teams.
- Highly successful in driving sales revenue and improving organizational productivity and performance.
- Consistent Proficient in managing business operations with a focus on top-line & bottom-line performance and expertise in determining company's mission & strategic direction.
- In-depth knowledge in ENT business therapy and screening.

PROFESSIONAL EXPERIENCE

Eckert & Ziegler BEBIG GmbH-New Delhi Assistant manager - Sales, India | Aug-2023- Present

- ✓ Spearheaded the launch of a new business segment in Radiotherapy (HDR, IORT, X-Ray therapies), focusing on HDR devices used for cancer treatment.
- ✓ Managed over 25 key accounts generating revenue of 15 crore through equipment, consumables, and accessories.
- ✓ Established strategic partnerships and developed statewide implementation strategies for the company's flagship product, Saginova (HDR) Device.
- ✓ Managed a business of more than 10 crore through effective distributor management.

Medtronic -New Delhi Sales Manager - North, India | May-2021- June- 2023

- ✓ **Business Launch:** Responsible for launching a new business segment in the ear care business. This unique business model combined retail operations in partnership with ENTs
- ✓ **Distributor Management** – Managing business of more than 5 crore through the distributor.
- ✓ **Key Account Management:** Successfully established 75 key accounts (installation) of the capital equipment and consumables.

CONTACT DETAILS

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CORE COMPETENCIES

- Strategic Planning
- Business Development & Planning
- Growth Strategies
- New Product Launches
- Sales Management
- People Management
- Distributor Management
- Client Relationship Management
- Business & Budget Forecasting
- Market Trend Analysis
- Market Share Retention
- Competitor Analysis
- ROI
- P&L Management
- Client Relationship Management
- Market Expansion
- Coaching & Mentoring
- Stakeholder Management

ACADEMIC CREDENTIALS

PGDM- Rural Marketings and Banking and Finance, FMS-IRM, Jaipur. Batch 2013-15.

Bachelor of Science-Botany (Hons), University of Delhi -2010-2013.

10 days' Entrepreneurship Development Program at FMS-IRM, Jaipur.

NCFM Certification, Commercial Banking of India.

NCFM Certification, Insurance Module.

Medtronic- New Delhi

Assistant Manager- North | May-2020-Apr- 2021

- ✓ **KOL Management** Signed and executed contracts with key opinion leaders/customers for better revenue outcomes.
- ✓ **Strong Performance:** Delivered a strong performance from 30 key accounts of north.
- ✓ **Hiring & On-boarding of Sales team members** - I was Responsible for hiring and on-boarding Territory Managers.
- ✓ **Field Audit** - Standardized the sales pitch and talk tracks. This helped all the team to improve the conversion ratio.

Medtronic- Lucknow- Uttar Pradesh

Sales Coordinator- Sales - U.P, UTTARAKHAND, BIHAR & M. P | Jan-2018- Apr -2020

- ✓ Launched Shruti, a unique outreach program conceptualized by Medtronic to take ear care to the masses. I was responsible for initiating partnerships with ENT clinics, hospitals, and Audiologists in the states of Uttar Pradesh, Uttarakhand, Bihar, and Madhya Pradesh.
- ✓ Category Creation: Commercial considerations included sales of a field screening tool and recurring revenue in the form of subscription fees for operationalizing the program, the first of its kind in the country.
- ✓ Consistently exceeded the targets set for the region and the program had touched over 4000 patients through 25 key accounts in the region with a consistent achievement of 110%.

Escorts Agri machinery - Lucknow

Area sales Manager | June - 2015 – Jan -2018

- ✓ Developing sales strategies for key business through information gathering and competitive analysis, sales budgeting, and action plan.
- ✓ Undertaking Above-the-Line and Below-the-Line promotional activities and maintaining healthy business relations.
- ✓ Launched new product line to the up and responsible for the overall dealer management and sales of the products.

Significant Achievements

- ✓ Awarded Sales excellence award in Pan India region for 20-21.
- ✓ Awarded Sales excellence award in Pan India region for 19-20.
- ✓ Awarded Sales excellence award for best Region for 18-19.
- ✓ Awarded as a Best site coordinator in North region for 17-18
- ✓ Awarded Hall of Fame for being listed in TOP Five Area manager of company under Strong market and Weak brand Region.
- ✓ Have successfully conducted the HUM DUM meet across the UP_CENTRAL-EAST FARMTRAC REGION of entire region UP Region

Personal Details

Name: Satish Kumar

DOB : 10 -01- 1991

Languages: Hindi, English

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