**Devesh Mishra**+91-9838873555 | devessh.mishra@gmail.com | Lucknow, Uttar Pradesh  
LinkedIn: https://www.linkedin.com/in/devesshmishra/

**PROFESSIONAL SUMMARY:**

Result-oriented and target-driven sales professional with 13+ years of B2B experience across healthcare publishing, edtech, and medical technology sectors. Proven expertise in territory management, client acquisition, strategic partnerships, and revenue growth across North and Central India. Skilled in stakeholder engagement, solution selling, and team leadership.

**CORE SKILLS:**

B2B Sales & Business Development, Channel Management, Territory Management (Uttar Pradesh, Madhya Pradesh), Client Relationship Management, Strategic Planning & Forecasting, Lead Generation & Cold Calling, Product Demonstration & Presentations, Market Research & Competitive Analysis, CRM Tools (Salesforce, Zoho), Cross-functional Team Collaboration, Digital & EdTech Product Sales

**PROFESSIONAL EXPERIENCE:**

**Territory Manager**

DigiNerve - Jaypee Brothers Medical Publishers | Lucknow, UP | July 2023 – Present

* - Conduct market research to identify opportunities, trends, and competitor movements.
* - Drive sales of DigiNerve courses and medical products through consultative selling.
* - Build and nurture long-term client relationships across key institutions.
* - Collaborate with marketing and customer service teams to achieve sales goals.
* - Generate leads through events, networking, and outreach.
* - Provide detailed sales reports, forecasts, and performance analytics to management.

**Consultant North (Freelancer)**

Immersivevision Technology Pvt. Ltd. | Remote | April 2023 – June 2023

* - Promoted 3D Virtual Cadaver Dissection products in medical colleges.
* - Conducted live demos, secured leads, and supported technical onboarding.
* - Compiled sales data and shared strategic feedback with core teams.

**Sr. Field Sales Manager**

Wolters Kluwer | Lucknow, Central & Eastern UP & MP | Feb 2017 – Mar 2022

* - Led regional sales efforts and managed institutional accounts.
* - Identified new markets, closed key deals, and ensured retention.
* - Mentored junior sales staff and ensured consistent performance delivery.

**Assistant Manager - Sales**

Elsevier (via GMSPL) | Lucknow, UP | Aug 2011 – Jan 2017

* - Achieved aggressive sales targets for print and digital offerings.
* - Delivered client demos and maintained strong partner engagement.
* - Planned regional campaigns with the marketing team.

**EDUCATION:**

MBA (Marketing), UPTU Lucknow | 2008–2010

B.A. Economics, CSJM Kanpur | 2007

**CERTIFICATIONS:**

NCC 'C' & 'B' Certificate (2004–2007)

**Personal Details-**

Father Name - Late Shri. Dinesh Kumar Mishra

Married

**Permanent address:-**

IIM Road, Behind SD Marriage Lawn, House No-80. Radha Nagar

Near SRM International School,

Lucknow, (UP)

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