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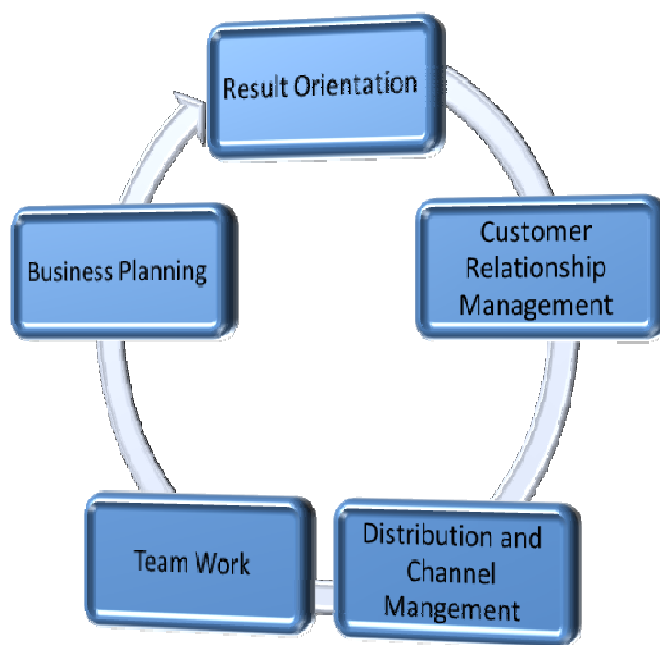
Overview

Having worked for more than two decades in domains of Industrial Analytical Scientific Instruments Lab Sector, Institute & Academic sector, Medical Segment, Channel Partner management, Project and Supply Chain Management, I gained a comprehensive strategic vision, attention to detail, strong analytic as well as problem solving skills, and ability to clearly communicate with teams and mobilize departments to achieve desired results. I believe these skills along with new generation business strategies would help me generate positive results through coordination and collaboration. Expertise in -

- SALES & BUSINESS DEVELOPMENT • KEY ACCOUNT MANAGEMENT • CHANNEL MANAGEMENT • INSTITUTION & GOVERNMENT BUSINESS • MARKETING • MAN MANAGEMENT

Areas of Expertise:

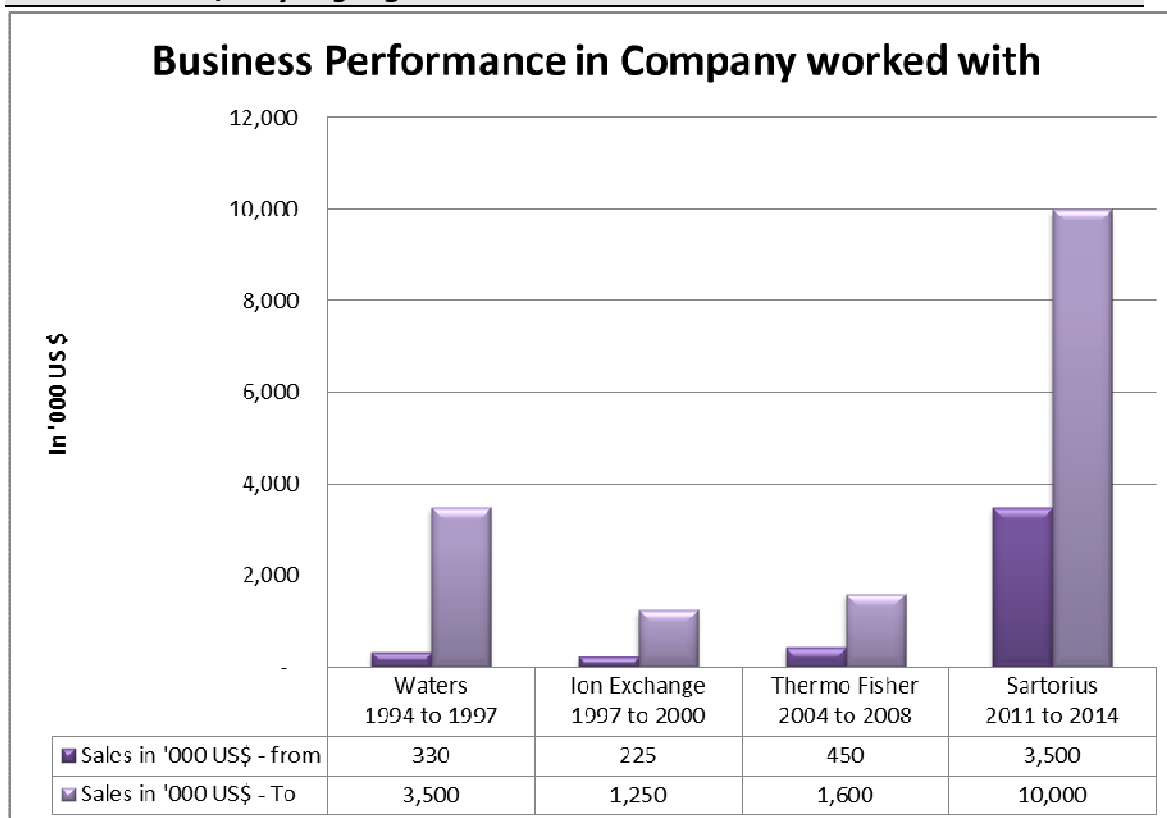
- Sales & Business Development , P&L responsibility for Life Science , Medical Devices, Analytical Instruments & Lab business in India , South Asia & Middle East.
- Forecasting monthly / annual sales targets and executing them in a given time frame thereby enhancing / upgrading existing clientele through Direct and Indirect management approach.
- Conducting competitor analysis by keeping abreast of market trends & competitors to achieve market share metrics.
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- Conducting marketing campaigns by organizing CLE's (Continuous Lab Education)/ Workshops/ Symposiums for the brand to enhance the brand equity
- Establishing and expanding the distribution channel network to enhance product reach & achieve business targets.



Profile at a Glance:

- I have over two decades of industrial Sales and business development experience across the Lifesciences, Biotechnology, Bio-Process, Pharmaceutical applications in Formulation and API, Environmental science, Material identification, Research Institutes, College & University, Food and Beverages, Chemical Industry, Oil & petroleum, Government Labs, Healthcare industry through Direct team and through Indirect (Channel Partners) In India, South Asia and Middle East region. Like -
 - Analytical Instruments** – Chromatography, Spectroscopy, Elemental Analysis, XRF, ICP OES, ELISA readers, washers, Liquid Handling and Robotics, Imaging – Microscopy, AFM, NIR, Instruments for Petroleum and Oil testing, Lab consumables, Nano Dispensing , Electrochemistry Instruments etc.
 - Laboratory Instruments and consumables** –Weighing, Water systems, Liquid Handling products, Lab Filtration, Microbiology, Bio Process. IVD and Imaging, Reagents & Consumables.
- Innovative and enthusiastic professional offering strong leadership and interpersonal skills to motivate and influence others positively for Business growth.
- Effective time management and prioritization abilities with a track record of excellence in planning, performance and execution.
- In-depth knowledge of handling the entire gamut of pre sales, after sales & technical support.
- Evaluate, build, develop, review, manage and improve sales team and channel partners.
- Develops and delivers annual sales plan to support organizational strategy and objectives and timing aligns with Annual Operating Plan (AOP) cycle.
- Collaborates and partners with marketing, client education, technical and customer service as well as global product managers and other global functional areas by providing market analysis and feedback concerning market direction, customer needs, product requirements, business opportunities, competitive threats.
- Manages the development and administration of sales compensation plans and targets working in conjunction with Finance and Human Resources.

Achievements / Key Highlights:



Star Achievements

- Received International **Best Sales Award** in Knauer Berlin, Germany in March 2006, Feb 2007 and Feb 2008.
- Won holiday trip to Singapore for exceeding the sales target – 1995.
- Enhanced customer base from 150 to 600 in a span of two years.
- Substantially **contributed in increasing the sales** of the companies:
- Developed **Channel Partners** for Lab Products.

Career Highlights in Brief:

Responsible for Sales, Business Development & Complete P&L:-

- Responsible for business growth year on year
- Tracking Market trends to identify gaps and potential opportunities for business
- Scoping and Sizing of the opportunities and identifying current and future competitive scenarios
- Creating business plans with resource requirements and roll out / implementation priorities
- Analyzing Market situation around customers and competitors to identify Opportunities
- Creating and Implementing Annual Marketing Plans focused on Identified Key Segments
- Formulating Sales & Distribution Budget, marketing budgets and ensuring adherence to planned expenses.
- Conceptualizing and implementing specific Communication actions for Product Lines to build consumer preference and achieve target market shares and financial targets.
- Developing product concept, launch strategy, execution plan, managing market survey, testing, distribution & pre & post sales promotions for new product launches.
- Leading, mentoring & monitoring the performance of the team to ensure efficiency in business operations, meeting of individual & group targets.
- Business plans, Target and Budget setting for each region, market analysis, competitors analysis, sales business achievement.
- Administrative management of complete division for Growth and development.

Employment

Lab Automation Services FZ LLC Middle East, Dubai. UAE

Sales and Business Development – Nov 2015 (On Contract).

Reporting to Managing Director, Responsible for complete Sales and Business Development and P&L of LAS in GCC region. LAS Represents many MNC's products in the region for market segment in Life Science, Bio Technology, Pharmacology, Bio Science, Analytical Science, Bio Process, Material Science, Imaging, Medical science, Hospitals, Petroleum, Oil and Gas, Food and Beverages, Geo Science and Environment, Cosmetics, Paints, Polymers, Rubber and chemicals, Research, Forensic Science, Steel and Metal etc.

Customer profile includes Private Industry, Testing Labs, Research Institutes, University, Colleges, Government labs, R&D labs, Core labs etc.

Products – Elemental Analysis, XRF, ICP OES, ELISA readers, washers, Liquid Handling and Robotics, Imaging – Microscopy, AFM, NIR, Chromatography, Petroleum and Oil testing, Lab consumables, Nano Dispensing etc.

Sartorius India Pvt Ltd., Bangalore

General Manager April 2011 March 2015



Reporting to VP Asia, Responsible for complete Sales and Business Development and P&L of Sartorius Lab Products and Services in India, South Asia region. Sartorius is German Based manufacturing company in the field of Lab products – Water system, Liquid handling, Filtration & Purification, Microbiology, Weighing and Bio Process Equipment for market segment in Pharmaceutical, Bio Technology, Life science, Food & Beverages, Research and Education, Hospitals, testing labs, Government testing labs and Institutes.

Developed the team from 6 employees to 55 employees in span of 3 years with year on year growth of more than 35% in Sales revenue. Identified and developed channel partners for each product line and increased business to 60% of total Sales revenue.

Dionex (India) Pvt. Ltd., Mumbai



National Manager Business Development (Jan'09 – Nov'10)

Responsible for Business Development of Analytical Chromatography Instrument, SPE, and ESA Bioscience Products at All India level.

Business development on Big Projects, tenders in Government and Private Industries. Role demands for working on upcoming projects requirement in Analytical labs, working on technical presentation on need requirement, providing complete solution, Sales offers and tender offer preparation , negotiation and payments terms at all India with support of regional Sales personal.

The other responsibilities are:-

- Develop and present sales strategies by product range for assigned region
- Identify potential OEM product and consultant opportunities
- Interaction with Governing Approval authority for product requirements
- Interaction with certifying body (USP, ASTM, ISI, etc) for product approvals on specific product segments.
- Working with Consultants on specific projects from pre sales to complete sales.
- Involving regional sales personal for identification of prospects and on sales follow ups.

THERMOFISHER SCIENTIFIC - CHEMITO TECHNOLOGIES PVT LTD, Mumbai

National Sales Manager - Chromatography (Aug 2004 to December 2008)

Managing Sales of Analytical Instruments – Thermo, Knauer - HPLC, LCMS used in labs- QA, QC, R&D, Government Labs, Hospitals, Companies- Pharmaceuticals, Biotech, Life Science, Generic, Drug Discovery and Non Pharmaceuticals & Universities, Institutes ; managing 10 personal, reporting to the General Manager . Responsible for Sales of All India and neighboring countries- Nepal, Bangladesh , Sri Lanka, Middle East.

Accomplishments:

- Increased the sales to Rs. 70 Million as compared to Rs 20 Million in 2005-2006.
- Received International Best Sales Award from m/s Knauer **in Germany- 2006, 2007 & 2008.**
- With conscientious efforts, increased customer base from 150 to 600 in the span of two years.

The Growth Path:

- **Apr'00 – July'04-** Self-employed, Mumbai.
- **Aug'97 – Mar'00-** Manager Sales, **ION Exchange India Ltd.**
- **Jun'94 – Jul'97-** Regional Manager- West, **Waters India Ltd.**
- **Dec'92 – Apr'94-** Area Manager – **Diagnostics** - Sales / Service, **Bayer India Ltd.** Mumbai.
- **May'90 – May'92-** Sales & Service Engineer, **Merck Diagnostic India Ltd.,** Delhi.
- **Nov'89 –Apr'90-** Bio-Medical Engineer, **Karl Storz Endoscopes,** Mumbai.

Key Highlights:

- At Waters – **Increased Sales revenue** from US\$ 330K to US\$ 3.5 M from year 1994-1997.
- At Bayer, Got the "**Customer Satisfaction Certificate**" to repair 32 fully automated dead analyzers in 1993
- At Merck , Got the credit of selling **first in India,** " Fully Automated Chemistry Analyzer" in -1991



Trainings & Development Programs

- Training Program on 'Behring' – Clinical Chemistry given by foreign faculty - 1992
- Attended training program of Analytical Instruments- HPLC, given by foreign experts -1994.
- Attended International HPLC, UHPLC Sales training in Berlin, Germany- 2006,07,08
- Attended International exhibition in **Arab Lab** – Dubai – 2008, 2014 & 2016.
- Attended International exhibition in **ACHEMA** – Frankfurt, Germany – 2009.
- Attended International Sales and Technical training of Weighing, Water Purification, Filtration, Purification, and Liquid handling in Germany, Singapore, Malaysia, and Thailand for Sartorius – 2011 – 2014.
- **Miller Heiman** Sales Methodologies

Personal Strengths

- Positive Attitude
- Hard Working
- Discipline in Conversation
- Result Oriented
- Challenge Acceptance

Professional Qualifications

- **MSc (Electronics)**, Nagpur University (1989)
- **BSc (Electronics)**, Nagpur University (1987)
- **Diploma in Export/Import Management**
- **Diploma in Business Management**
- **Computer knowledge** of MS office.

Personal Particulars

Languages known	:	English, Hindi & Marathi.
Date of Birth	:	*****
Gender	:	*****
Marital Status	:	*****
Children	:	*****

References

- **Dominique Baly – President – Sartorius Lab Products and Services, Germany / USA.**
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- **Dr. Birger Holz – Vice President and Authorised Signatory – Knauer HPLC, Berlin, Germany ,** Contact No – 00491711282789; email – holz@knauer.net
- **Satish Bhide – General Manager – Toshvin Analytical, Mumbai, India,**
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Ashwini L Ingoley