

Roland Lamuel

Entrepreneur by passion, Guitarist by heart

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CAREER SUMMARY

Entrepreneur & Intrapreneur, having 8+ years of startup and multi-national corporate experience in B2B and B2C sales. I possess impeccable written and verbal communication skills and excellent interpersonal skills. I am entrepreneurially driven and I look forward to solving complex business problems, applying my skill set and being a success in the organization.

SKILLS PROFILE

- Sales and Marketing
- Entrepreneurship
- Business Strategy
- Digital Marketing
- Market Research
- Sales Strategy
- Multi- Channel Analytics
- Management Consulting
- Go To Market Strategy
- Business Model Innovation
- Business Plan/Execution
- Sales Process / Lead Generation

WORK HISTORY

Co-founder & COO GeneBloc – Ireland / India

September 2018 to December 2021

From Idea generation and Fundraising to Product development and Market Launching, I was instrumental in all commercial, strategic planning and executions.

- Business Model - Innovation & Execution
- Product - Innovation Strategy & implementation
- Developed marketing collaterals such as technical Whitepaper, pitch decks, customer satisfaction surveys, etc.
- Pitched to investors at various levels like events/universities/accelerators/incubators/angel networks and won Grants.
- Market launch - on an international forum
- Product testing and validation
- Team, P&L, Operations, Marketing and overall growth management.

Head, Marketing and Sales. Genebox– Dublin, Ireland.

May, 2018 to March 2019

Responsible for Sales and Marketing Strategy, Business Strategy and Execution. Reports to CEO/Founder

- Business Model analysis and innovation. Strategic business planning
- Multi-Channel Analytics - Identified and developed Go to Market Strategy for B2B and B2C channels
- Identified and persuaded Qualified Leads through strategic process across Europe, ME and Asia
- Involved in Strategic Partnerships' with a leading Irish Health Insurer.
- Managed key stakeholders and focused towards increasing the shareholder value
- Developed Marketing Collateral/ Content/ Creative and executed Digital marketing

Sales Manager Smith & Nephew – Chennai, India.

Nov, 2015 to May, 2017

Managed an 8 member sales and service team, responsible for Business Development, Sales, Customer Service, Distribution Management and Customer (Orthopaedicians) Training

- Designed branding strategy for Oxinium (Prosthesis); Recognized for highest sales volume in assigned region-Chennai
- Assisted 200+ Joint Replacement Surgeries (Knee and Hip Arthroplasty); Recognized by Directors, Smith and Nephew for Innovative idea execution – Customer Service
- Organized International Conferences, Cadaver Workshops and many other training programs for Orthopaedicians
Achieved 131% of annual sales target (USD 350,000) & 100% Market Share in 20% of focused accounts (according to 80/20 rule)

Business Manager

June, 2015 to Nov, 2015

Merck Sharp and Dohme (MSD) – Chennai, India.

Responsible for Sales, Business Development and Organizing Events

- On boarded 50+ hospitals across Chennai for critical lifesaving medical drugs including key hospital chains like Apollo, Global & Fortis
- Conducted Patient Awareness programs through coordination with key hospital clients reaching out to 300+ patients
- Organized 4 medical seminars - best practices, anti-fungal use, infectious diseases, hospital protocol; attended by 400+ doctors

Achieved 110% of quarterly sales target (USD70,000)**Key Account Specialist**

July, 2013 to June, 2015

Glaxo Smith Kline (GSK) – Trivandrum, India.

Responsible for Sales, Market Research, Key corporate and government account management

- Developed a Business plan based on market research and zeroed in to a high potential account, Regional Cancer Centre, Trivandrum and introduced the high value Anti-coagulant drug to capitalize USD 120,000, yearly revenue.
 - Negotiated rate contracts with top notch KOLs and succeeded in pushing high value antibiotics over generics.
 - Did a field survey on product usage and brand equity and prepared a business plan based on the market insights.
 - Selected in HiPot (High Potential Frontline Sales Development team, 6 out of 130 were selected), GSK
 - Member of 6th Sense Squad – GSK (Creative Strategy team) and awarded for implementation of risk assessment tool across 3 key hospital chains that resulted in increasing the market size and leveraging sales
- Increased the Market Size** and capitalized the market potential from USD 5000 Business in 2013 to USD 23,000 by 2015.

EDUCATION**Master of Science in Entrepreneurship,**

Completed Sept, 2018

Trinity College Dublin, Ireland.

- **Grade 2.1 (68%)**
- **Key Modules:** Entrepreneurship in Practice, New Company Development, Brand Management, Digital Business Model, Business Model Innovation, Entrepreneurial Finance, International Entrepreneurship.
- **Paid Consulting Project:** Croxha, Dublin - Italy based transportation and logistics company
 - Prepared Business Plan and Investor Pitch and presented at Enterprise Ireland for funding,
 - Worked on Market Sizing, Market gap, Industry Research, Customer Insights, Operational Plan and Finance.
- **Co-Founded - Cloud Closet:** Cloud closet is an online subscription-based apparel rental platform designed for young workingwomen.
 - Used *Lean Start-up methodologies* – MVP was developed and validated, Customer Development process was carried out, Business model, strategic plans and the idea was pivoted and iterated based on customer validation mechanisms.
 - Identified Key Customer Segment, Identified Shift in Brand preference from Fast Fashion to Premium segments.
 - Executed Digital Marketing Strategy including Awareness Campaign through Social Media Marketing and SEO.

Bachelor of Technology in Biotechnology,

Completed July, 2013

Kalasalingam University, India.

- **Grade CGPA 7.12/10 (71%)** – First Class
- **Key Modules:** Genetic Engineering, Protein Engineering, Immunology, Molecular Biology, Bioinformatics and Computational Biology, Pharmaceutical Biotechnology, Bioprocess Engineering.
- **Implant Training:**
 - On Synthesis of Nano-vesicles and Nano-particles, Transfersomes at Biolim - Chennai, India.
 - On recombinant DNA Technology at Bhat Biotech - Bangalore, India
- **Research Project:** “Kinetic Modelling of Fatty acid production from yeast *Rhodospiridium toruloides*” at Sandwoods, New Delhi, India.

ACCOMPLISHMENTS

- 2nd place in BIZZWIZZ (National level technical cum entrepreneurial presentation); Received Overall trophy - Biotechcellence'12 – Anna University CEG, Chennai
- 2nd place in National Level Technical Symposium - Origene'12, India – Kalasalingam University

ADDITIONAL SKILLS AND INTERESTS

- Silver Medals in both singles and doubles title in Table Tennis at the Intra University sports meet.
- Guitarist – Western Band, Inter college Cultural Fest, Kilpauk Medical College, Chennai.
- Secretary - Young Talent Club (YTC), Kalasalingam University (January 2010 –June 2012)
- Event Organized – I'11, intercollegiate cultural fest as the Club's Secretary.
- I'm also interested in Travelling, Reading, Writing, and Pencil Sketching.

REFERENCES*

- Oliver Tattan, Ireland – Serial Entrepreneur & Investor, Director of Genebox
- Dr. Giulio Buciuni, Ireland – Assistant Professor and Director of MSc. Entrepreneurship, Trinity College Dublin

**Available upon request*