



## Satish Kumar DV Tadikonda (Sales & Marketing)

Scaling new heights of success with hard work & dedication and leaving a mark of excellence on each step I have taken in my Profession life, targeting and having experience in senior level assignments Such as Business Development / Sales & Marketing / New Projects handling / Brand Launching / Key accounts leading organization of high repute

**Industry Preference:** OTC/ FMCG Healthcare / Pharma / Engineering / Engineering & Industrial Machinery Equipment Manufacturing and Supplies.,



### Key Skills

Sales Strategies Planning



Brand Building



Business Development



Annual Sales Plan



Product Launch



Key Account Management



Training & Development



Team Management

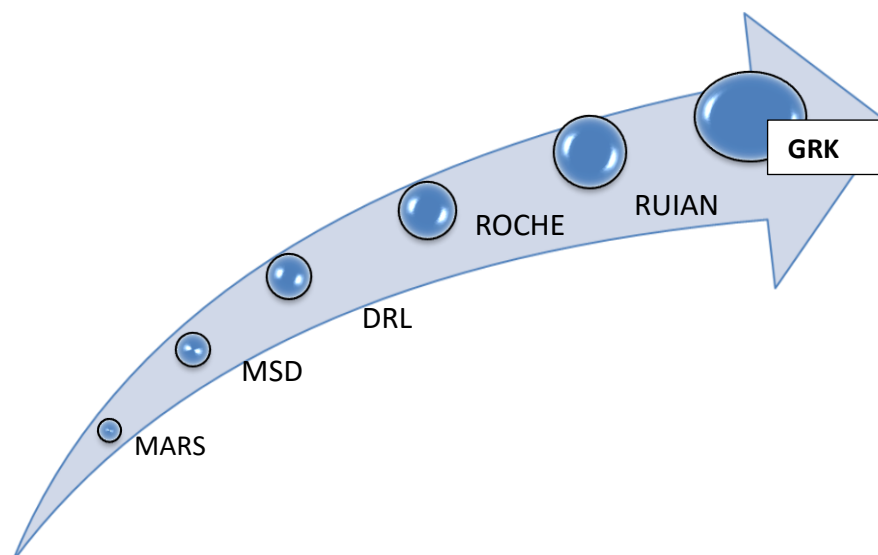


### Profile Summary

- Successful and Dynamic career of **over 20 +years** which reflects in pioneering expertise & year-on-year success in **Sales & Marketing Strategies, Business Development, Key Accounts Management, Distribution Management, Pharma Sales, and People Management, Manufacturing , Manufacturing Process and Supply chain, Handling New Projects .**
  - A keen planner and implementer with skills in effectuating strategies, driving teams to ensure successful management of sales operations in the assigned region / Area
  - Proficient in managing **business operations encompassing customer relationship management, administration, market analysis, development of new markets and market segments, Strategic Planning and Implementation of Manufacturing Process, Raw Material Procurements.**
  - Excellence in **recruiting and coaching** sales representatives to accomplish revenue objectives
  - Track record of **attaining consistent yearly growth both** in terms of sales and revenues, as well as developing new clients/ markets
  - Consistent track record of bagging Good value sales orders and achieving sales targets
- An impressive communicator with honed interpersonal, team building, negotiation, presentation, convincing and analytical skills; capability to think out-of-the-box and contribute ideas towards achieving business excellence



### Career Timeline



## Education

- ▶ Certified Diploma in Senior Management Programme from IIM Calcutta 2019.
- ▶ Certified Career Development Facilitator From Dheya.com PUNE 2018
- ▶ C-PGDBA from Symbiosis (Distance Learning) in 2011
- ▶ Post-graduation Diploma in Computer Application from Hytech Solutions in 2001
- ▶ B.Com. from Andhra University in 2000








## In GRK Engineering India

Joined as **Sr. Manager Sales & Marketing** in GRK Group Responsibility taken for Sales and Marketing, Operations in Jan 2021 New Division Establishment of PPE kits Manufacturing Unit At Visakhapatnam ,

Suntech Enterprises - Identified the Market Demand and Need at panic times of COVID-19, Started Project of "Persona 95" PPE kits Manufacturing Unit at Visakhapatnam with successful note of 1 cr in a first year of establishment in 2020

**All Corporate Hospitals & nursing Homes , Clinics , Labs / Surgical Whole sale & Retailers/ Govt Hospitals, On Line Trading & Promotion , Distributors set up/ Industrial Supplies.**

Responsibilities Are

-  Procurement of Raw Material and Machinery
-  Process of Manufacturing
-  Pricing and Distribution, Packing
-  Customers Classification
-  Branding
-  Marketing
-  Supply & Creating Demand

\*\*\*\*\*

Since Jan 2021 working with Group of GRK Group –Singapore ,  
As a Sr. Manager Sales & Marketing ( INDIA)

Keyaccount and Tenders Participation, Analysis, Negotiation with Higher officials, Dealing with upcoming New Projects , Negotiation with New Clients for Business Expansion , Inviting Investors for the Business Revenue, Smooth and Productive Driven of Different Teams in Different Projects in PAN INDIA,

Responsible for Accountability.

## **In Ruian Green Machinery ( Blumachines)**

In RGM, my Responsibility is Handling team of 20 people with 6 branches in PAN India , Trainging people on Sales Acumen, Product Technicality and UPS of the Products, Creating Leads, Making Follow-up leads with Team members, Pricing, Competative Information , Negotiation with Customer and Manufacturing , Laisoing , Generating Revenue MOM basis tagets given by the company.

**Blumachines is sold out to GRK in 2020 december .**

With in span of One Year Company Revene and Turn Over Touched to 3.5 cr from 1 Cr , during 2020

Expansion of Business Associates and Branch Offices in PAN India

New Machines Introduced at the Company , and Contributed for Private Limited Company Establishment.

\*\*\*\*\*

From Jan 2020 to Dec 2020 with Blu Machines As a Country Head – Sales

Deals with industrial Machines ( Small Scale and Large Scale )

Given Traing to the Team on the Product and Sales equimen,Selling technics , Establishment of Business Associates, New Products Launch, Business Expansion

## **In Roche**

Responsibilites

 Generating Sales, Planning , Distribution Management, Collection of Payments , People Management , People Leadership Commitments.

Evaluate the market environment & estimate the Demand of Specific Products on a yearly basis.

Prepare a business plan for the area on a yearly basis & implement as per approval of RSMPrepare the sales promotion plan through field activation programs, in shop activities etc

Communicate the sales promotion plan to sales executives and territory managers in each territory

Motivate the distributors & dealers with regular communication by phone, letter or visiting them

Facilitate Coordination between Sales Team, Distributors/ and C&F to achieve Collection Targets by continuous follow ups

Help/Guide team members to perform their role effectively

Every day I strive to lead by example, consistently demonstrating our values of Integrity, Courage and Passion.

Appointed as a Project Lead for” Andhra Parivridhi” April 2019. – Oct 2019 In Roche

Agreed and fullfilled organisations objectives and Goals and Proud to be a part of Atonomus and Speed.

Given my Best in Bring Back the Glory of Hyderabad sales with right kind of Sales Drive and Process in the Market.

Successfully achieved targets of INR 9.01 Cr, and promoted the organization's presence in markets such as Hyderabad.

Roche At Hyderabad Hq 2018 with 103% ytd with 18% growth

Successfully achieved targets of INR 3.75 Cr, and promoted the organization's presence in markets such as

Roche At Vijayawada Hq 2015 with 100%

Successfully achieved targets of INR 2.92 Cr, and promoted the organization's presence in markets such as

Roche At Vijayawada Hq 2016 with 98% ( Jan – Sep 2016)

Successfully achieved targets of INR 6.80 Cr, and promoted the organization's presence in markets such as

Roche At Hyderabad Hq 2017 (Sep 2016 – Sep 2017)

From Jan'15 to Jan 2020 with Roche Diabetes Care, Hyderabad as Area Sales Manager

(Andhra Pradesh & Telangana , Pune)

( Exposure in Hospital& Retail Segment/OTC)

#### **In DRL Dermatology & Cosmotology**

Generating Sales, Planning , Distribution Management, Collection of Payments , People Management , People Leadership Commitments.

Evaluate the market environment & estimate the Demand of Specific Products on a yearly basis.

Prepare a business plan for the area on a yearly basis & implement as per approval of RSM Prepare the sales promotion plan through field activation programs, in shop activities etc

Communicate the sales promotion plan to sales executives and territory managers in each territory

Motivate the distributors & dealers with regular communication by phone, letter or visiting them

Facilitate Coordination between Sales Team, Distributors/ and C&F to achieve Collection Targets by continuous follow ups

Help/Guide team members to perform their role effectively

Every day I strive to lead by example, consistently demonstrating our values of Integrity, Courage and Passion.

With in 1 yaer Developed the One Man HQ to 2 Man HQ with PCPM of 10 lac during 2008 in DRL

With in 2 years Promoted as Area Sales Manager in DRL 2010

With in 2 years Expansion of Area Manager Position with 2 ASM and 10 Sales executives in ANDHRAPRADESH

Trained and Developed 4 Sales Trainees and Given to Organisation as Future assests

Under the Concept of Catch the Young Programme We have created future KBL & KOL for the Company Revenue.

Worked as Area Sales Manager with Super Specialities Like

Dermatology , Cosmotology , Orthopedic Segment , Cardiology & Diabetic Segment for 4 years

Jun'07 to Dec'14 with Dr. Reddys Labs Ltd., Telangana, Andhrapradesh

Growth Path

Jun'07 to Mar'10: Scientific Business Officer (Dermatologist Division)

Mar'10 to Dec'14: Areas Sales Manager (Orthopedic, Diabetology, Cardiology & General Medicine ,Trauma Care)

### In MARS

Succesfully Started My carrier a Medical representative and contributed to the organisation to develop and expande the Markets and Sales development between 2002- 2005

Got Pretigious opportunity as Sr.Field Sales officer and 7 days Pilot Project Worked as ASM at Patna – Bihar for the Launching of Company in 2005

Shown and Demonstarted innovative thoughts and Ideas in sales Drive and Process of Promotion of the Brands with team.

### Notable Accomplishment across the Career

- Developed a sales funnel of INR 1.56 Crores / 3.96Crores within the first year; worked with senior management in developing the funnel for Venusia products in Hyderabad region
- Successfully achieved targets of INR 3.75 Cr, and promoted the organization's presence in markets such as Roche At Vijayawada Hq.
- Analyzed business potential, conceptualized and executed plans to drive sales through a team of 08 personnel in DRL
- Developed Key Opinion Leaders (KOL) within a highly specialized marketplace (e.g.; Dermatologists Dr.Mukesh Raj, Dr.VK.Somani, Dr.DBN.Murthy) was the first territory to achieve market leadership in (mention category; e.g.; Treatment of Psoriasis) with 28% market share and 9 key competitors
- Imparted training to Peer Groups, Customers and Stakeholders
- Trained over 03 sales representatives to ASM throughout (Mr.Satya sai babu state; e.g.; AP) and (Mr.Malim Basha; e.g.; AP) on the (Mr.Divakara Rao; e.g.; Visakhapatnam)
- Establishment of Manufacturing Industry of PPE products at Visakhapatnam 2019-2020 In GRK

## Previous Experience

**Jan'06 to Jun'07 with Fulford India Ltd., Hyderabad & Vizag as Professional Service Representative**  
**Dermatology and General medicine Speciality**

**Jan'02 to Dec'05 with Mars Therapeutics Ltd., Hyderabad as Field Sales Officer**  
**Orthopedic Segment ,Diabetology, Cardiology & General Medicine Division**

### **Key Result Areas:**

- Managing complete business operations in the assigned region with managing profitability, forecasting sales targets& executing them in a given time frame
- Organizing marketing/ sales promotional activities (like medical exhibitions and conferences) as a part of brand building and market development effort by mapping the target customers
- Ensuring that all sales representative activities are in accordance with the company's guidelines
- Strategically directing the focus of the sales force to target top competitor accounts, building strong Key Opinion Leader (KOL) relationships
- Conceptualizing & implementing strategies for acquiring business from clients and utilizing potential of existing & new accounts
- Tapping new markets and coordinating with channel partners to penetrate these segments, thereby expanding business & generating income
- Leading & monitoring the performance of team members for ensuring efficiency in operations and meeting of individual & group targets
- Building a strong distribution network for achieving greater market reach and penetration
- Developing new business partners to expand product reach in the market and coordinating with the dealers to assist them to promote the product
- Impacting organization profitability through effective strategic and tactical management decisions and new business development

## Personal Details

**Date of Birth:**17<sup>th</sup> April 1978

**Languages Known:**English, Hindi and Telugu

**Address:** Flat No.FOF 2 , Aruni Residency , Chinnamushidiwada, Visakhapatnam, Andhrapradesh India.

**My Strengths Are Responsibility, Strategic, Futuristic, Relator & Learner...**

Ref – Gallups Method Assesement attended Training Programe.