

Durga Prasad Mohanty

A Competent & goal-oriented professional with over 23 years of experience in Leadership, Sales & Marketing, Business Development, and revenue expansion activities with diverse experience in Diagnostics & medical device Industry supported by Advanced cutting edge Technology



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Core Competencies

Leadership

Strategic Planning

New Business Development in Healthcare & Medical Device Industry.

Key Account Management

Channel and Dealer Management

Organizational Leadership

Market & Competitor Analysis

Sales & Business Development

Cross-functional Coordination

Profit Centre Operations

People Management



Profile Summary

- **Spearheading the sales & marketing of several products & solutions in**
- **In Vitro Diagnostics, Molecular Diagnostics, Life Sciences, Applied Testing, Pharma & Academia.**
- **Expertise in strategic planning, market plan execution, account management** and boosting of various sales efforts
- **Currently leading a team of Highly experienced professionals and driving them towards process efficiency**
- **Proficient in sales projections, budgets, cost-control systems & standardized procedures designed for stable operations & bottom-line Profits;** strategic leadership with capabilities in accelerating growth & improving profits
- **Created a strong & wide network in regional level and across the country at national level.**
- **Recognized as a brand change agent, persistent innovator and team motivator** who has championed some of the most successful branding strategies and product launch campaigns
- **Developed strong market knowledge of existing and potential clients & ensured business growth opportunities aligned to company's strategic plans**
- **Skills in determining a business unit's mission & strategic direction;** capability to formulate and implement tactical initiatives as well as strategic advices to partners for achieving corporate strategic goals
- **An effective communicator with strong relationship management skills** with the capability to relate to people at any level of business and management across the globe; possess excellent analytical and negotiation skills to achieve the Short & Long term Organization GOAL.



Wealth of Expertise Entails

- **Performance-driven professional with experience of delivering significant change in operations;** built capabilities and operations readiness, thereby facilitating standardization of the process. Drove mission of the company with strong execution.
- **Defined service standards & guidelines, best practices that serve as benchmark for excellent service delivery**
- **Success in customer facing roles with experience in evolving strategies that improved customer satisfaction;** delivered service in line with agreed controls and procedures and strong KPIs in place to deliver value.
- **Keen customer-centric approach** with skills in addressing client priorities and resolving escalations within prescribed TAT, thereby attaining client delight and high compliance scores
- **Gained in-depth knowledge of latest concepts of Microbiology & Molecular Biology Lab Automation** used in microbiology & Molecular Biology to increase the productivity, real time PCR, fully automated DNA & RNA extraction systems
- **Successfully automated Immunoassay, Bacteriology, Molecular Biology (Sample to insight) Automation** and Reagents, Haematology, Coagulation and Blood Banking Infectious Diseases Testing.
- **Building the Business: Scaling up operations fast with operational efficiencies, team building, process and time to market with a planned sustained approach**



Organization Experience

ZUM HEILEN Diagnostics & Therapeutics Pvt. Ltd., Sr. VP, Sales and Business Development.
From December 2021

Key Focus area

- Responsible for enhancing revenue by re-organizing business towards profitability, visibility & growth which has is producing a sustained top line and bottom-line growth.
- Restructured operations and introduced important measures to bring in profitability which includes strategic partner alliances for business process and team re-organizations
- Impacted organization profitability through effective strategic and tactical management decisions and new business development.

- Managing all aspect of product marketing including competitive analysis, market forecast and product positioning, ensuring that assigned products, services and product lines consistently resonates with current potential customers.
- Proficiently driving overall growth & account management of an existing customer base by increasing account penetration & sales revenue and by tracking and managing delivery and support issue.
- Knowledge in developing and managing channels in order to derive the required market share, revenue and profitability.
- Defined product marketing strategies, including development of channel marketing activities in accordance with overall business goals and objectives.
- Implemented business planning and performance management of channel partners, including development and execution of joint sales plans, local area marketing, recruitments and hosting constructive meetings.
- Follow team-based management style coupled with passion to drive vision to reality.

Co-Diagnostics Inc. USA, Director- Sales & Business Development. From May 2020 to November 2021

CoDiagnostics Inc. An USA MNC Biotechnology company, where we are in a joint venture to manufacture our products. We manufacture all our molecular diagnostics products in our plant based out of Vadodara and market in India and other Asian countries.

Key Result Areas:

- Overcoming complex business challenges and making high-stakes decisions using experience-backed judgment, strong work-ethics & irreproachable integrity; driving new business through key accounts and establishing strategic partnerships to increase revenue
- Conceptualizing competitive business development strategies to develop market share for achievement of revenue & profitability targets and making the business viable for partners by ensuring healthy ROI
- Ensuring the successful accomplishment of pre-set business targets in face of growing competition; identifying the prospective clients, generating business from new accounts and developing them to achieve profitability
- Implementing sales & marketing activities that can create a positive experience for clients; reaching out to new & unexplored segments to revitalize stagnant & declining business
- Providing consistent partner management to ensure partners developed their sales, pre-sales and delivery capabilities in-line with designed strategy
- Managing network of Channel Partners across assigned territories for deeper market penetration & reach
- Devising & effectuating go-to-market strategy of introducing products to win mutually beneficial deal; pioneering business development to enhance revenues by identifying market opportunities
- Executing plans to reach out unexplored market segments & customer groups using market segmentation & penetration strategies for business expansion
- Strategizing the business operations as per market conditions, distributor progress & customer needs
- Developing and enhancing portfolio of accounts through relationship management of Key contacts within customers' organization
- Initiating and maintaining relationship as Organizational ambassador with key decision makers and prominent market leaders.

CoDiagnostics Inc. National Sales Manager, India. From March 2019 to April 2020.

CoDiagnostics Inc. is an USA Multinational company dealing with molecular diagnostics product (Consumables & Instruments) in Hospital Laboratory testing for different infectious deceases, cancer screening, blood bank screening and other seasonal deceases. My job profile includes total management of business in India. I take care of sales planning & development, Channel partner appointment and managing them, creating, monitoring and managing Opportunities in different Hospital set up and Diagnostics Laboratory for early closure. Categorizing different hospitals in terms of bed size and working on their requirements and planning to offer solutions with suitable product mix.

Highlights:

- **Achieved USD 7.2 million in the year 2020 from Molecular diagnostics Business and taken a budget of USD 10.4 million which would be achieved.**
- **Successfully achieved the business targets in 2019, 2020 & 2021**
- Set up a sales and technical support team across the country and help create an ecosystem to enhance the productivity of it.
- Created a network of channel partners across the country to help reach the products to every potential customer.

**Qiagen India Pvt. Ltd. New Delhi as National Business Development Manager,
From July 2014 to February 2019**

- **Contributed about 47% to the total Business of QIAGEN India Life Science Business with a CAGR of about 17% over 4 years.**
- **Successfully achieved the business targets in 2015, 2016, 2017 & 2018**
- Appreciated for outstanding performance in creating strategies which acquired more business deals and a growth of CAGR 19%.
- Enhanced organisation's profitability through effective strategic & tactical management decisions & new business development
- Conducted several training & development sessions which increased the efficiency and enthusiasm of the team
- Successfully restructured the entire team which assisted in putting right people for the right job.
- Strategically planned and executed Forensic business across the country for capital instrument and consumables, which contributed immensely to the top line of the organization.
- Successfully implemented reduction in discount % to business partner across the country which increased the revenue for the company and in the process the BOTTOM LINE is strengthened.



Previous Experience

Apr'13-Jun'14 with Immucor India Pvt. Ltd., New Delhi as Business Manager, (PAN India)

Apr'09-Mar'13 with bioMerieux India Pvt. Ltd., New Delhi as Regional Business Manager,

May'08-Mar'09 with Roche Diagnostics, Andhra Pradesh as Business Manager

Mar'05-Apr'08 with bioMerieux India Pvt. Ltd., Location as Teritorry Business Manager

Sep'03-Feb'05 with Biosystems India Pvt. Ltd., Hyderabad as Business Manager

Sep'97-Aug'03 with Dr. Reddy's Laboratories Ltd., Kolkata as Sales & Service Engineer

Instruments Handlled

Fully Automated Instruments for Immunoassay, Fully Automated Instruments for Blood and TB culture and Bacterial identification & drug sensitivity, fully automated Molecular Biology Instruments for DNA, RNA Extraction systems, Real Time PCR, Pyro sequencer. Fully automated Hematology analyzer, Coagulation timer, fully automated Blood Banking systems. Infectious diseases Testing Instruments.



Additional Courses

- Computer Hardware Maintenance Engineering
- SAP- Sales &Marketing Module



Academic Details

- ***Post Graduate Programme in Business Management*** from IIM- Calcutta
- ***B.E. in Electronics &Communication Engineering*** in 1992
- ***B.Sc. (Chemistry)*** in 1987



Personal Details

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