

AMIT NANDKISHORE MALVIYA

Permanent Address: G3/529 Gulmohar, Near Sheel Public School, Bhopal – 462039 (**Currently based at Hyderabad**)

Contact No.: 9599567962, **9999707490** ~ **E-Mail:** amity_ms@yahoo.com

Seeking National Managerial assignments in Business Development / Sales & Marketing / Distribution Management with a leading organisation

A BRIEF SYNOPSIS

Domain Skills

- Sales & Marketing
- Healthcare & Hospital Management
- Business Development
- Strategic Planning
- Digital Marketing
- Product Promotion
- Revenue Expansion
- Client Relationship Management
- Team Management
- System Automation

- ≡ An astute & result oriented professional with **over 19 years** of experience in Business Development, Sales & Marketing, Territory Management, Client Relationship Management and Team Management in the Healthcare sector.
- ≡ A keen strategist with expertise in managing entire business development and marketing operations for contributing towards business volumes & growth and achieving revenue and profitability norms.
- ≡ Proven skills in breaking new avenues and driving revenue growth and proactively conducting opportunity analysis by keeping abreast of market trends/ competitor moves to achieve market-share metrics.
- ≡ Skills in developing relationships with key decision-makers in target organization's for revenue; adeptness in expanding the channel repertoire; thereby ameliorating demand in the market.
- ≡ Comfortable interacting with multiple levels of organization & management at different locations.

BUSINESS SKILLS

Strategic Management:

- ≡ Strategizing business directions ensuring profitability in line with organizational objectives.
- ≡ Formulating business plans for overall development & accomplishment of top and bottom-line profitability.

Business Development:

- ≡ Forecasting sales targets and executing them in a given time frame thus enhancing clientele.
- ≡ Identifying and networking with prospective clients, generating business from existing accounts and achieving profitability and increased revenue growth.
- ≡ Organizing and conducting various events such as seminars, workshops and product demos to ensure product acceptability at customer location.

Channel Management / Distribution:

- ≡ Developing and appointing new business partners to expand product & services.
- ≡ Maintaining strong relationships with existing partners.

Client Relationship Management:

- ≡ Managing customer centric operations and ensuring client satisfaction by achieving delivery & service quality norms.
- ≡ Identifying improvement areas and implementing measures to maximise customer satisfaction levels.
- ≡ Building and maintaining healthy business relations with high net worth and corporate clients ensuring high customer satisfaction by achieving delivery & service quality norms.

Team Management :

- ≡ Monitoring, recruiting, training, motivating the manpower and ensuring quality deliverables in the market.
- ≡ Providing direction to sales team for ensuring optimum performance and enhancing their professional and soft skills.
- ≡ Overseeing and analyzing the performance of team members and assigning them targets on regular basis to cover almost all relevant areas in selected strategic chosen discipline.

Data Analysis and Data Automation for Strategy Planning :

- ≡ Creating online platform for Stockiest and Organization where all business related, real time information is made available . For a better clarity and understanding of business.
- ≡ With the help of Data Analysis more precise strategy can be planned, with higher success rate.
- ≡ Real time sales Data, Inventory Management , Timely Liquidation of stocks and Expiry reductions are major benefits .

Digital Marketing

- ≡ Data Analysis, Content Writing and editing, Email Marketing, CRM, SEO, SEM, and Social Marketing Promotions.

ORGANISATIONAL SCAN

Since Nov 2020 till date

Qurhealth Solutions India Private Limited, Hyderabad

Key Account Manager

Key Accountabilities:

- ≡ Launched Web and Mobile Healthcare Application first time in India. Promoting and Onboarding all top Leading Corporate HOSPITAL.
- ≡ Handling Business directly reporting to GM Sales.
- ≡ Developing and Preparing entire infrastructure for the promotion of Healthcare Application to Doctors & Patients.
- ≡ Co-ordinating with the Digital Marketing team to promote Healthcare Application on different Online and Social Platforms.
- ≡ Ensuring appropriate response from the Customer Care Department and immediate solution to customer problems.

Since Jan 2019 till April 2020

Saince Health Tech P Ltd , Hyderabad

Chief Growth Officer

Key Accountabilities:

- ≡ Handled, Prepared and Centralised all different department like Sales, Marketing, Finance, Production and Customer Care with US based IT Healthcare software solution company.
- ≡ Launched Web and Mobile Healthcare Application first time in India. Promoted and Onboarded all top Leading Corporate HOSPITAL, Leading chain of PHARMACIES and Chain of LABs.
- ≡ Handling a Team of 250 + Technical Marketing and Sales Team directly reporting.
- ≡ Developing entire infrastructure for the promotion of Healthcare Application to Doctors, Patients, Pharmacy and Labs.
- ≡ Co-ordinating with the Digital Marketing team to promote Healthcare Application on different Online and Social Platforms.
- ≡ Ensuring appropriate response from the Customer Care Department and immediate solution to customer problems.
- ≡ **Notable Accomplishments:** Successfully developed Web and Mobile Healthcare Application. Preparation of Operational strategy EXECUTION and COMPLETION before given period of time.

Since Jun 2016 to Aug 2018

Cipla Ltd, Mumbai

Associate Director

Key Accountabilities:

- ≡ Handling Business Development with Vertical and Cross-functional responsibilities.
- ≡ Handling Primary and Secondary Sales Promotion with regular close monitoring. Publishing MIS reports time to time for Review. With Sales Analysis and Strategy Planning against target given and business achieved.
- ≡ Handling a Team of 400+ Sales person. With 5 Business Manager & 20 Territory Manager reporting directly.
- ≡ Assisting the Product Management Team (PMT) with Market intelligence, which helps in product branding.
- ≡ Evaluate need of Distribution Expansion and appointing best Stockist after Survey. Ensure Inventory Management at different level of Distribution. Practise Channel Management as such where required good packed, despatched, & reach on time.
- ≡ Designing Customer relationship plan like Occasional Gifts, Performance Awards, Factory Visit, Informative Webcast etc.
- ≡ Accomplished System Automation enabling Field reporting, Stockist Sales data, Auto Order generation, Invoice download & Company Update availability on portal. This help in exercising control measure and implementing new projects become easier.
- ≡ Defining KRA (Key Result Area) of the team for Annual Assessment of performance rating for appraisal.

Notable Accomplishments: (Cipla Ltd)

- ≡ Developed **Stockist portal** for close Sales monitoring & bring **all stockist into online Business interaction** (like : Statement, Order, Claims, Ledger, Scheme, Offers, Sales Performance, Complains & Suggestion).
- ≡ **Appreciation Certificate in March 2018 for my contribution to growth and success of Cipla Ltd.**

Since Apr 2015 to Jun 2016

Dr Morepen Ltd , New Delhi

National Sales/Distribution Manager -India

Key Accountabilities:

- ≡ Handling Pharma OTC Division across Pan India, with regular sales monitoring.
- ≡ Leading Team of 2 Sales Manager, 4 Regional manager, 19 Area Manager, and 152 Sales Officer.
- ≡ Handling Sales Promotion through Distributor (Visiting Ortho/Gynaecologist /GP/ Paediatric / Retails)
- ≡ Distribution Expansion and Inventory Management with Channel Management.
- ≡ Taking care of Recruitments and Payment Outstanding of the market.

Notable Accomplishments: Annual business volume registered 24% growth, with de-growing history of last two year.

Since AUG 2013 to Mar 2015

RLB WELLNESS PVT LTD , MUMBAI

Regional Sales Manager (MP/ CG/ Orissa & Rajasthan)

Key Accountabilities:

- ≡ Launched Company successfully in Madhya Pradesh/Chhattisgarh/Orissa & Rajasthan.
- ≡ Handling Pharma-OTC Division (Visiting Gynaecologist /GP/ Paediatric / Retails)
- ≡ Leading Team of 2 Area Sale Executive, 12 Medical Representative directly.
- ≡ Handling Sales generation, Distribution, Inventory Management and Channel Management.
- ≡ Handling Nutraceutical, Baby Care, Women Healthcare, & Energy Drinks Product range.

Notable Accomplishments: Entire project initiated and established myself in the assigned area.

Since AUG 2008 to JUL 2013 Dr. Reddys Laboratories Ltd. Hyderabad
Area Manager–Operation, (Bhopal & Jabalpur-Mahakaushal)

Key Accountabilities:

- ≡ Handling Viable Vision Project and Pharma OTC Division (visiting GP, Ortho, Gynaecologist & Retails)
- ≡ Leading Three Pharmacy Associates directly.
- ≡ Performing primary sales under SAP system.
- ≡ Handling Distribution, Inventory Management and Supply Chain Management.
- ≡ Handling a team of 10 Area Manager and 26 Professional Sales Representative for Target achievement. Here we take care of Primary and Secondary Sale monitoring on daily basis, planning sales strategy for them .With Sales responsibility of 90 lacs per month.

Notable Accomplishments: SELECTED ELITE CLUB MEMBER –DEC 2010

Since APR 2007 to AUG 2008 Nicholas Piramal India Ltd.
Area Business Manager (Jabalpur-Mahakaushal)

Key Accountabilities:

- ≡ Handling a team of 4 Territory Business Manager & 17 MR's for Target achievement. Taking care of Primary and Secondary Sales Target achievement. (with Key Account Customers)
- ≡ Handling Distribution and Inventory Management at all level (C&F, Distributors & Retailer).

Notable Accomplishments:

- ≡ 18 new stockist appointed
- ≡ Awarded Best ASM (West Zone) in 2007

Since JAN 2001 to APR 2007 BSN Medical Pvt. Ltd. Mumbai
Sales Executive, Raipur (Chhattisgarh)

Key Accountabilities:

- ≡ Primary & Secondary Sales Target achievement .(Visiting all types Surgeons ,MD & Diabetologist)
- ≡ Handling Distribution and Inventory Management at all level (C&F, Distributors & Retailer).

Notable Accomplishments(BSN Medical):

- ≡ Nominated and achieved the “Best Performer” Award for the years 2002, 2003 and 2004.
- ≡ Generated Highest Productivity , Added Govt Institutional Business
- ≡ Appointment of the C & F Depot and 7 stockist .

EDUCATIONAL & PROFESSIONAL CREDENTIALS

MBA in Healthcare & Hospital Management	National Institute of Business Management	Mar 2021
P.G. Diploma in Marketing Management	IGNOU	Dec 2005
Graduation	Barkatullah University, Bhopal	May 1999

PROFESSIONAL DIPLOMAS

≡ Fundamentals of Digital Marketing	Google Digital Garage	June 2020
≡ Diploma in Financial Management	NILEM University	Oct 2006
≡ Diploma in Export and Import Management	NILEM University	Apr 2006
≡ Diploma International Business Management	NILEM University	Apr 2005
≡ Diploma in Computer Applications	IEC Institute of India	Jun 2005

TRAINING PROGRAMMES

- ≡ Undergone 2 months professional training programmes with Dr Reddys..

IT SKILLS

- ≡ MS office 97/2000 ,Computer fundamentals, Window 98/2000.

PERSONAL DOSSIER

Date of Birth	20 th March, 1977
Languages Known	Hindi & English
References	Available on request

Place : Hyderabad

Date :22.01.2021

Signature: *Amit Mahviya*