

# Tapasi Roy

I-72, Lajpat Nagar-2, Near Central market, New Delhi-110024

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## Career Focus:

To have a progressive career in marketing communication and service in a reputed organization where I can expand and exploit my potential through continuous performance.

## Work Experience:

*Since Feb 2018 to Till Now working with DSS Imagetech Pvt. Ltd. As Senior Executive –SP/URO-GYN*

- Pre and post sales application
  - Attend surgeries with Surgeons while they are using our system.
  - Sales follow up for consumable business.
  - Involved during workshop, conference and product training.
  - Arranging CME and other marketing activities.
  - Handling mainly energy device, Hand instruments, TURis.
  - Also have knowledge about Basic Imaging.
  - Special attention to the accounts like Aiims, RML, Max Group, Fortis Group, Gangaram Hospital, RGCI, RGSS.
  - Responsible for each and every activities over those accouts like workshops and attending conferences.
  - Area Covering: Delhi & Delhi NCR all Govt, Corporate and private accounts, western UP, Uttrakhand.
- Responsible for capital equipments business for RGSS & AIIMS.

*Since May 2017 to December 2017 working with Olympus Medical Systems India Pvt. Ltd. As Executive – SP/URO-GYN*

## Job Responsibilities:

- Pre and post sales application
- Attend surgeries with Surgeons while they are using our system.
- Sales follow up for consumable business.
- Involved during workshop, conference and product training.
- Arranging CME and other marketing activities.
- Handling mainly energy device, Hand instruments, TURis.
- Also have knowledge about Basic Imaging.
- Area covered: Delhi & Delhi NCR, Rajasthan, Uttar Pradesh, Haryana, J & K, Punjab responsible for consumable business in all govt accounts, Corporate accounts, private accounts post installations.

## Accomplishments:

- Successfully gave coverage to the new customer from urology.
- Solving servicing issues
- Giving application support which helped in getting business from there.

*Worked with Healthware Pvt Ltd.(handling Olympus Surgical Products) as Engineer – Surgical Sales from May'15 to April'17*

**Job Responsibilities:**

- Pre and post sales application
- Attend surgeries with Surgeons while they are using our system.
- Arranging training programs for OT staffs and doctors
  - Attending workshops, conference and exhibitions
  - Giving demos, promoting new products and existing products
  - Efficiently managing Key Accounts like AIIMS, Fortis – Delhi, SMS Hospital – Jaipur and National Hospital Bhopal
  - Developing and converting new leads.

**Accomplishments:**

- Converted inactive accounts into active accounts such as AIIMS, FORTIS, and NATIONAL HOSPITAL.
- Was able to achieve more than 80% of My target after so much of hard work by bringing the particular business which I was handling from zero to active and by giving clinical support to the customer.

*Worked with R.R. Surgico (handling Pentax Endoscopic systems) as Application Specialist from December'14 to April'15*

**Job Responsibilities:**

- Installing the equipment at the demo site.
- Demonstrating the products (technically and clinically)
- Maintenance of equipments.
- Training of technicians about equipment handling and safety.
- Cleaning and disinfection of the scope and system error detection.
- Organizing workshops, training sessions for doctors, technicians & other medical staff.
- Efficiently managed Key Accounts Sir Gangaram hospital, Fortis Vasant Kunj, G.B.Pant Hospital, Army hospital R&R, Alchemist Hospital, Malwa Hospital (Bhatinda), Sarvodaya Hospital (Hissar), Artemis Hospital (Gurgaon).

**Accomplishments:**

- People liked the product as because at the time of was able prove the USPs properly to the customers.
- Users gave positive feedbacks for the product.

*Worked with Hospiline Equipments Pvt. Ltd as Executive (Institutional Sales) from December'13 to November'14*

**Job Responsibilities:**

- It was an Indian start up. I was actually learning through visiting the doctors and giving dry demo of the office image system. Where first time I got to learn about Imaging and the competition.

**Accomplishments:**

- Knowledge and the market competition clarity. Though the product was not widely accepted because it was the first copy and assembled.

**Summer Internship Programme:**

**Organization:** HDFC Standard Life

**Topic :** Sales & Marketing of various insurance products and compare it with the other investment options.

**Duration :** 6 weeks

**Brief Description:** Product Mapping with respect to its competitor. Improve the market strategy by doing SWOT analysis and probability theory & projecting the products in the best way over the other investments options.

**Projects Undertaken:**

- A study on New Product Development with Reference to Industrial Market.
- A study on Consumer Satisfaction towards Exclusive Brand Outlet and Multiple Brand Outlet in Lajpat market.
- A comparative study on market potential evaluation of biomedical equipment's in Darjeeling District from 2007– 10
- Done Project with Kiran Bedi's Navjyoti Foundation.

**Skills :**

IT SKILLS	WORK SKILLS
1. M.S Office 2. PPT PowerPoint 2. Basics knowledge of Computer 3. Basic Idea About Networking	1. Time management 2. Client handling 3. Team Handling 4. Resourcefulness 5. Building & Maintaining Relationship

### Extra Circular Activities:

- Actively participated into stall management along with our mentor during 7<sup>th</sup> ASSOCHAM international summit and education exhibition.
- Actively participated with the organizing team of *sudinalay* for the “Joint Consultative National Meet on Empowerment of Women.
- Participated in AD - MAD show in MOSAIC event organized by DBS.
- First runner up of the singing competition in MOSAIC.
- Participated as the stage co-ordinator in the convocation ceremony arranged by DBS.
- Attended seminar on renewable energy management at Indian Institute Of Science.
- Arranged blood donation camp in DBS.
- Was the first runner up in a debate competition arranged by DBS.

### Qualifications:

Delhi Business School (Rai Foundation), 2013  
New Delhi, India  
Course: PGPM+MBA

Siliguri Institute of Technology(Techno Group of India) under West Bengal University of Technology, 2010  
Siliguri, West Bengal, India  
Course: B-Tech in Bio-medical Enigneering

Barlow Girls' High School, 2006  
Malda, West Bengal, India  
Course: Higher Secondary Examination under the W.B.C.H.S.E Board in Science Stream.

Barlow Girls' High School, 2004  
Malda, West Bengal. India  
Course: Secondary Examination under the W.B.B.S.E Board

### Personal Details:

Father's Name	: Mr. Subhas Chandra Roy
Date of Birth	: 24-April-1989
Gender	: Female
Marital Status	: Unmarried
Category	: General
Language Known :	English , Hindi , Bengali
Hobbies	: Singing, Travelling, photography, reading books, watching movies.

Date:

Place:

Tapasi Roy

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