

# DEEPAK KUMAR GUNDI

+91 -9910861160

[dk8161@gmail.com](mailto:dk8161@gmail.com)

Sambalpur, Odisha

## PROFESSIONAL SUMMARY

5 years & 10 months experienced and result oriented MBA professional skilled in Marketing & Sales. Proficient in conducting extensive Market research & Business Development.

## KEY SKILLS

- Brand Management • Market Research • Sales Promotion • Integrated Marketing • Customer Relationship Management • Sales Support

## PROFESSIONAL EXPERIENCE

### ABHA BIOTECHNOLOGY PVT LTD

#### Business Development Executive

Noida | Jan '2020 – Present

Abha Biotechnology Pvt Ltd is a training, skill development & bio-manufacturing company; my job responsibilities include:

- To educate students about customized life sciences-oriented short term & long-term courses offered by Abha biotechnology by visiting universities in Delhi – NCR & digitally through emails & telephones.
- Designing brochures for company's brand promotion, designing course leaflets and circulating it through emails to different universities, posting on social media like Facebook and Instagram.
- Prospected for potential new clients of Biofertilizer produced by Abha Biotechnology & turned them into increased avenues of business.
- Built and maintained relationships with key contacts in order to get access to new opportunities.
- Making presentations and business reports; reporting to upper management.

### JOURNEY ROUTERS

#### Manager – Business Development

New Delhi | Nov '17 – Dec 2019

Journey Routers is a travelling company; my core activities include:

- To successfully manage & grow the relationship with High Value customers by handling all Travel, Card & lifestyle aspects of the services.

- Ability to articulate knowledge about products, services and value proposition to customers especially high end & luxury.
- Handling customer queries regarding fares & ticketing and planning customer travel itineraries.
- To complete travel & lifestyle reservations accurately and effectively within agreed time frames.
- To pro-actively maintain regular contact with customers and to use detailed knowledge of customers lifestyle choices to offer relevant value-added propositions.
- Demonstrates emotional intelligence in dealing with high value customer enquiries & in probing customer to determine key requirements & to articulate product relevance.

## QIAGEN INDIA

Sales Consultant

New Delhi | April '13 - 2015

QIAGEN is the leading global provider of Sample to Insight solutions to transform biological materials into valuable molecular insights, as an applied testing specialist, my core activities include:

- To analyze the usage of Qiagen Instruments across pan India & to determine the best course for future purchases through telephonic calls.
- Identify sales process & consumer buying behavior of the customers & made recommendations based on the findings.
- Carrying out market research to estimate the market potential in terms of volume consumed using primary & secondary research.
- Utilizing the CRM database to input & provide information that will increase effectiveness & aid sales.
- Spearhead customer relationship management process improvement & drive sales growth.
- Document the entire business process.

## BRAND PROMOTION Project at QIAGEN

Amnisure ROM Test - Detection Solutions

- Launch & Marketing of Amnisure, brand acquired by Qiagen India.
- A detailed study of various products used across India for detection of rupture of fetal membranes in pregnant women.
- Customer experience analysis & challenges faced by them when using these kits.
- Brand awareness of Amnisure & Marketing campaign at Royal College of Obstetricians & Gynecologist's (RCOG Conference) held at Hyderabad.
- Conducted telephonic based analysis of hospital processes in handling ROM & created reports as requested.
- Performed research through field visits, define requirements & drafted monthly forecasts.
- Analysis of competition Vs Amnisure.

## BRITISH BIOLOGICALS

Business Development Executive

New Delhi | March '12 – 2013

British Biologicals, is a global leader in providing superior and trusted nutrition supplements that enhance the quality of life, as BDE my core activities include:

- To manage the complete Nutraceutical brand portfolio & document the business process by identifying the requirements of the customers.
  - Ensuring maximum brand visibility by conducting CME across various hospitals & actively participated in internal presentations.
  - Collecting data from various hospitals & according to analysis making the improvement plans.
- 

## INTERNSHIP

### OZONE PHARMACEUTICALS

#### Analyst

Gurgaon | 2<sup>nd</sup> May'11 – 2<sup>nd</sup> July 2011

- Project undertaken “Market research on the perception of Doctor’s for prescribing anti-osteoporosis drug & to understand the epidemiology for the same in India”.
  - Analysis includes the types, occurrence & factors leading to osteoporosis & diagnosis of the same in India.
  - Involved in documentation of the data collected from various hospitals by prospecting doctors & key opinion leaders across
- 

## EDUCATION

### MBA - MARKETING

Amity University

Noida, UP | 2010 – 2012

### BSc BIOTECHNOLOGY

Garden City College

Bangalore, Karnataka | 2006-2010

---

## PROFESSIONAL CERTIFICATIONS

- Currently undergoing training in Data Science using R from AnalytixLABS, Gurgaon.
  - Business Communication & Behavioral Course from Amity University. Miller-Heiman strategic selling certification.
- 

## EXTRA & CO-CURRICULAR ACTIVITIES

- Active participant in sales & business meeting held at Bangkok within one week of joining Qiagen.
- Team member of Corporate Resource Centre for Amity Institute of Biotechnology.

- Performed & coordinated at events like Asianet Television Awards 2006; Indian Council for Cultural relations, Bangalore Campus, 2007.
- Event coordinator for Bright ICE World Congress on Biotechnology 2012. at Hyderabad.

---

#### ADDITIONAL INFORMATION

- **Languages:** English, Hindi
- **Date of Birth:** 11<sup>th</sup> June 1985
- **Permanent Address:** House 92, Sambalpur, Odisha

---

I hereby declare that the above particulars are true & correct to the best of my knowledge and belief and in the event of any information being found false or incorrect, my candidature will be liable to be canceled.

Signature