

# Rudra Pratap Mohanty

## Medical Devices Sales Expert

+91-9776462430  
rudrap.mohanty@gmail.com  
Cuttack

Result-oriented Medical Devices Sales Expert with 14 years of global experience. Proficient in end-to-end sales, B2B, and market expansion. Recognized for driving brand turnarounds, building client relationships, leading teams, and achieving ambitious sales targets. Extensive knowledge of strategic planning and competitor analysis.

## Experience

### Territory Manager, Sales

*Sonova Hearing Pvt. Ltd., Bhubaneswar (Odisha & Jharkhand)*  
October 2019 - Present

- Instrumental in driving a **275% growth** in sales across the territory.
- Achieved consistent **growth in every SKU**.
- Efforts led to elevating the company to the **2nd rank** for the territory.
- Entrusted with the **responsibility to rejuvenate sales** operations in Jharkhand territory.
- Boosted channel partnerships, increasing the number of billed partners **from 4 to 21** by onboarding new and reactivating old ones.

### Territory Manager, Sales

*Forus Health Pvt. Ltd., Bhubaneswar, May 2016 - September 2019*

- Successfully **launched and established the product line** of a startup in the territory.
- **Garnered a significant market share** by ensuring product presence in large corporates like Apollo Hospital, AMRI Hospital, Care Hospital, etc.

### Professional Service Representative

*Dr. Reddy's Lab, Cuttack, April 2013 - April 2016*

- Attained the status of the **most valued representative** in terms of sales and rapport with specialty doctors.
- Consistently achieved every quarterly budget target and thrice **awarded the FFPA** for outstanding performance.

### Sales Officer

*Ajanta Pharma, Angul, April 2009 - April 2013*

- Led an impressive **growth of 562% in sales** for the territory.
- **Expanded territory coverage** by integrating key opinion leaders (KOLs), thereby boosting product promotion and sales.

## Skills

### Medical Devices Sales

B2B sales  
Global expertise  
Knowledge of critical business drivers

### Brand Turnaround

Product launches  
Promotions  
Relationship building

### Market Analysis

Product launches  
Promotions  
Relationship building

### Team Leadership

Coaching expertise  
Multi-cultural teams

## Education

### PGDM (Marketing)

Asian School of Business Management,  
Bhubaneswar, 2009

### Bachelor of Commerce

Utkal University, 2006

## Additional Info

### Languages

English, Hindi, Odia

