



## **SUMIT TANEJA**

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### **CAREER VISION**

To excel in a growing organization with an urge & inclination for learning new technologies with a commitment to excellence creativity and to contribute to an organization's goal.

Proven ability to lead sales team to achieve institutions revenue gains.

Offers a in depth understanding of sales cycle and relationship building with inhouse and external customers

### **A. EXPERIENCE SUMMARY**

- Presently working in Vimhans Nayati Super Speciality Hospital as Sr. Manager – Sales and Marketing from Aug - 19
- Worked in Max SkillFirst Ltd, Vaishali as Sr Manager Business development from (Jan-18 – Aug 19)
- Worked in Max Healthcare Institute Ltd (Feb-14-Dec 17), Saket as Manager Sales.
- Worked in Paras Healthcare Ltd (Aug-12 to jan-14), Gurgaon as Manager – Sales and Marketing
- Worked in Max Healthcare Institute Ltd (Sep -09 to july – 12), Saket as Manager Sales.
- Worked in Fortis Escorts Heart Institute and research center (Feb-08 to Sep-09), Okhla Road New Delhi as Asst Manager-Sales & Marketing
- Worked with Indraprastha Apollo Hospital (Jan07 to Jan08), Mathura Road, New Delhi as Sr. Executive -Sales & Marketing.
- Worked with M/S Wallace Pharmaceuticals Pvt. Ltd for ten years. (from1997 -2005 as Medical representative and from 2005-2006 as Area Manager).

## **Interests & Strengths**

- Good communication and presentation skills with demonstrated abilities in training, team building and driving front – liners.
- Good exposure to sales marketing and new methodologies.
- Ability to work as a resource contributing and value – adding to management.
- Ability to build and expand relationships with Corporate to escalate sales level
- Good Experience of Conducting Drs conferences and Cme's.

## **JOB PROFILE**

- **In Vimhans Nayati super speciality hospital – Sr Manager**
- Taking care of Sales and Marketing channels for business development
- In Sales – Partner Drs channel, PSU & Corporate sales, Visiting Consultants attachments
- Marketing – BTL & ATL Activities
- Achieved the highest sale of referral channel in Jan 20.
- Successfully attached 11 Visiting consultants and achieved Month on Month targets.
- By motivating the team with team building activities and resolving the team doubts to achieve the best from team and reach to the target.
- Analyzing the monthly trends and accordingly planning the month's strategy to achieve the goals.
- Regularly visiting the referral , Psu, Corporate dr along with team for planning in the desired field .
- Regularly Organizing the Health Camps, Health Talks, Training Sessions in RWA's ,Corporates, PSU
- **In Max SkillFirst, as Sr Manager**
- Max SkillFirst is an Institute for allied sciences where Paramedical courses being offered to students. Presently having 2 institutes in Vaishali and Pushp Vihar (Saket).
- Overall responsibility for achieving the Sales target in terms of admission of students, opening of new centers, arranging the Clinical training of the students, Placement etc.
- Managing All Marketing activities like SEM, SMO, Social Media, Print Media, Seminars and BTL activities.

- Achievement – Successfully launched the Saket center and achieved the 100% target of admissions in its 1<sup>st</sup> session.
  - Core member of Process documentation and Process flow committee
- **In Max Healthcare, as Manager**
    - Responsible for the referral channel sales through HCF, Outreach OPD's, .
    - Handling Outreach OPD project, having 17 outstation OPD implants, analysis of OPDs Outcome and planning according to outcome.
    - Formulating the OPD SOPs for making them successful by deputing Team Member to execute and implement strategies, by arranging the Mass activities with localities and relationship building meetings with drs.
    - Motivating and going all out with field force to achieve the targets for referral channels and supervise in conducting CME's, RTM's, D2D and achieving the successful results.
    - Team building activities and ensure team members internal bonding by motivating them to achieve the targets and gets incentives
    - Results – Achieved 100% targets last 2 years.
  - **In Paras Hospitals as - Manager**
    - Overall responsibility for referral, and marketing activities, corporate empanelment's
    - Formulating the strategies, targets and plan for implementation for achieving the targets for referral.
    - Supervising the sales of referral individuals and keep track of Dr wise sales as per the specialties in the hospital
    - Arranging CMEs, Camps, and in house support for CMEs and Conferences
    - Corporate empanelment's, planning activities in corporate, emphasis on Health checkups, and relationship meets. Main corporate -, Maruti, Honda, Airtel, Wipro, ESPN, Convergies Amex etc.
  - **In Max Healthcare, as Manager**
    - Taking Care of Referral sales along with Team .
    - Distributing Team Targets and Help them to achieve by extending support in field work and in house coordination
    - Arranging all Cme's and Conferences in Delhi and North India.

- Formulizing the strategies for improvement in business for all specialties.
- Achieved the referral Yearly targets 3 years
- **In Fortis Escorts Heart Institute, as Asst.Manager**
  - To increase the referral database and achieve the target.
  - To arrange the health checkup camps to increase the awareness about the Hospital in residential societies
  - Launched the Neighbourhood card for nearby societies, lead the promotion of Card by arranging the Park activities, Rwa activities
  - To arrange the CME's for Doctor to Doctor Interaction.
- **In Apollo Hospital, as Sr. Executive**
  - To meet corporate clients for empanelment for employee's health checks, and treatments.
  - To meet doctors for referral patients & arrange CME's & CAMPS.
  - Launched the Apollo Heart Command Center in Vasant Kunj and achieved the half Yearly target in 2008.
- **In Wallace pharmaceuticals (As Med Representative)**
  - To increase the sales of company products and to complete the target way of promoting to Doctors
  - Achieved the targets for 4 consecutive Years and earned the gold medal .
- **As Area Manager**
  - To take care of the subordinates in terms of providing them support to carry the field work by giving plan and actions to improve sales
  - Achieved the Team Target for financial Year 2006

## **B. ACADEMIC BACKGROUND**

- B.Sc. (chem. Hons) from IGNOU, Delhi
- Diploma in Pharmacy from B.T.E, Delhi
- Pursuing MBA from Pune University Distance Education (last Semester)
- Knowledge of MS Office, Internet

### C. PERSONAL DETAILS

1. Name : Sumit Taneja
2. Father's Name : Mr. O .P. Taneja
3. Date of Birth : 26<sup>th</sup> December 1976
4. Gender : Male
5. Correspondence Address : House No. B-40, Derawal  
Nagar, Opp. Model Town-II  
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6. Languages Known : English, Hindi & Punjabi

Date:

Place: Delhi

(SUMIT TANEJA)