

RAJESH SAHA

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● SEEKING ASSIGNMENTS IN SALES & BUSINESS DEVELOPMENT, PRODUCT MARKET DEVELOPMENT ROLE WITH AN ORGANIZATION OF REPUTE IN MEDICAL DEVICE INDUSTRY ●

EXECUTIVE SUMMARY

- A seasoned professional with nearly 17 years of experience in Business Development, Marketing, largely in Super-specialty, consumables, and med device sector both Disposable and Capital.
- Widely networked with doctors across the states of Assam, Meghalaya, Nagaland, Mizoram, Arunachal
- Successful career with some of the major healthcare companies like Ethicon India pvt Ltd., Becton Dickinson etc.
- A proactive planner with expertise in strategic planning, market plan execution, account management, competitor and market analysis, management reorganization and targeted marketing.
- Successfully arranged Educational & Awareness programme like Doctor's Meeting CME's & Paramedical Staff's knowledge building programme, Patient awareness programs.
- An accomplished professional who has successfully managed business operations as well as achieved year on year growth in business and revenue targets across assignments.
- A skilled communicator with presentation skills and abilities in creating business partnerships, lead cross-functional teams & establish beneficial relationships with key players in industry.
- Exceptionally well organised with a track record that demonstrates self-motivation, creativity, and initiative to achieve both personal & corporate goals.

CORE COMPETENCIES

Territory Launching	Mobility/ Adaptability
Strategic Planning	Relationship Management
Product Promotions & Launches	Business Development
Customer Management	Coordination
Revenue Generation	Resource Management and ROI

CAREER CONTOUR

Key Deliverables

- Handling a wide gamut of activities encompassing;
 - Tracking market/ competitor trends to keep abreast of the market's changing requirement / expectations.
 - Developing relationship with Key Opinion Leaders in the market & establish a loyal customer base.
 - Identifying areas of crucial importance in the process driven business of the company & facilitate development of adequate systems to streamline the same.
 - Conducting various continuous Medical Education Programs for different brands which will build company's image and product growth in the competitive market.
 - Meeting Doctors on regular basis and do detailing of the Product according to the segmentation of doctors to generate prescriptions. Attending OTs for live demonstration of products and assist the surgeons during surgery for Neurosurgery, Gynae, ENT, General Surgery.
 - Maintaining strict customer compliance; responsible for regular stake holder follow-up.
 - Establishing healthy business relations with clients & external associates for securing repeat business & long-term loyalty and work towards solving their queries and complaints efficiently.
 - Conducting promotional events as per Company's strategy, those include CME, RCOT, ISP and PAP to increase awareness about the therapy involved as well as Promotion of Company's Products.
 - Identifying and networking with prospective clients, generating business from the existing accounts and achieving profitability and increased sales growth.
 - Mapping client's requirements and providing them with best solutions to suit their needs.

Key Accomplishments

- Maintaining an YTD 118% achievement of secondary revenue with accomplishment of the budget in a newly launched territory.
- Awarded for achieving highest volume sale for focused products in 2016.
- Awarded as star performer from Northeast in 2016.
- Successfully relaunched the BD Business in upper Assam with a growth of 166% in a span of 19 months.

PREVIOUS ASSIGNMENTS

October'07-April'08 with Alchem International at Guwahati H.Q.

(Worked as Medical Rep.)

April'08-August'08 with Sun Pharma at Guwahati H.Q.

(Worked as Medical Rep.)

Feb'10- October'10 with Wockhardt Pvt Ltd at Guwahati H.Q.

(Worked as Medical Rep.)

October'10-February'12 with Intas Pharmaceuticals at Guwahati H.Q.

(Worked as Medical Rep.)

February'12- July'13 with Bayer Zydus Guwahati H.Q.

(Worked as Medical Rep.)

July'13- August'14 with Novo Nordisk at Guwahati H.Q.

(Worked as Medical Rep cum Patient Consultant)

August'14-February'15 with Sahara India Q Shop. As Area Business Manager for FMCG Products.

(As ASM-Team Leader)

February'15- January'16 3rd Party Payroll of Johnson & Johnson (Adecco)

January'16 – September '17 Johnson & Johnson India Pvt. Ltd.

(As Territory Manager -for Shillong Market)

November'17-February'2019 with Poly Medicure Pvt.Ltd. at Guwahati H.Q.

(As Area Business Manager)

February'2019 – October'2021 BD India Ltd.

(As Sr. Sales Executive. Developing Upper Assam Market)

October'2021 – September 2022 Genworks health Pvt. Ltd.

(As Key Accounts Manager for Northeast)

September '2022 till date Medi Trans Care Pvt. Ltd. For Ethicon.

Key Highlights

Major segments handled: Neurosurgery OT (Brain & Spine), CTVS OT.

Key clients handled: Neurosurgeon, CTVS, Gynaecologist, Neurologists, Psychiatrists.

Products handled: Haemostat, Fibrin Sealant, Sutures, Mesh, Insulin, Cardio Diabetic Drugs Etc.

ACADEMIA

- **B.com with Hon' in Management from R.G. Baruah Collage, Guwahati under Guwahati University in 2006**

IT SKILLS

- Well versed with MS Office & Internet Application.

PERSONAL VITAE

Date of Birth: 1st February 1985.

Address- RAJESH SAHA

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Guwahati-781025, Assam.

Signature
Rajesh Saha

Place-Guwahati.