



SOURAV ACHARYA

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| ABOUT ME | <p>Highly motivated and passionately curious sales manager with extensive customer service and sales experience. Specializes on driving increased sales and elevating company profile with target market. Technically sound with profound abilities in demonstrating products, overcome objections and close sales. Persuasive in negotiating contracts and diplomatic in communicating to build long-term, productive relationships.</p> |
| PROFESSIONAL EXPERIENCE | <p><u>BL Lifesciences, BANGALORE, KARNATAKA</u> NOVEMBER 2022-TILL DATE Area Sales Manager -Karnataka & Goa Below are my highlights as an AM in BL Lifesciences-</p> <ul style="list-style-type: none">• Working closely with perfusionist Team and CTVS Surgeons in OR• Generating a Business of 1.5cr Per quarter• Initiated Government Business across Karnataka• Currently Covering Goa and North Karnataka and Reinitiated the sales• Initiated sales in other specialities other then CTVS <p><u>Peters Surgical, BANGALORE, KARNATAKA</u> DECEMBER 2021- JUNE 2022 Area Sales Manager</p> <ul style="list-style-type: none">• Meticulous Clinical Selling skills to Senior Surgeons and strong OT & ICU presence for product demonstration and relationship building <p><u>Avanos Medical India Private Ltd. BANGALORE, KARNATAKA.</u> NOVEMBER 2017- SEPTEMBER 2021 Territory Manager Device Division in Avanos India Pvt Ltd.</p> <p>My stint in sales function of Avanos was a great learning experience, few highlights include-</p> <ul style="list-style-type: none">• Business Development for brand Microcuff across Karnataka• Appointed right distributor/channel partner• Had strong idea of inventory management (stock and sales) while dealing with product having different sales cycle• 15 successful quarter achievement• Manage 1 direct employee in the region-managing accountability• Part of SFDC launch |

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| | | <p><u>Medtronic India Pvt Ltd, BANGALORE, KARNATAKA. OCTOBER 2014 – OCTOBER 2017</u></p> <p>Product Specialist in MITG Division.</p> <ul style="list-style-type: none"> • Evaluate sales trend in given territory to identify problem area and in turn develop solution • Achieve Primary sales and drive Secondary numbers • Comprehensive understanding of DMU (Decision Making Unit) in an organization • Managing Channel partners, working closely with them to achieve target • Have a strong idea of inventory management (Sales & Stock) while dealing with products having different lead time • Strategic pricing of products across different accounts and customer base - Across Karnataka • A never-say-never passion to achieve difficult task in hand with persistent follow-ups and patience • Meticulous Clinical Selling skills to Senior Surgeons and strong OT & ICU presence for product demonstration and relationship building • Impressive record in Customer engagement and KOL management • Identifying the need of the hour and thriving in crisis situation • Strong team player bundled with man management skills |
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| CERTIFICATION | | <ul style="list-style-type: none"> • Professional Selling Skills from Miller Heiman Group • A two -year Certificate course in " Skills Acceleration Program" from Centre of Innovation and Leadership" (CIL) |
| ACHIEVEMENTS | | Club 1 Award 2020 (Emerging Market Asia) at Avanos Medical India Pvt. Ltd. |
| EDUCATION | | <p>Bachelor of Science in Biotechnology, Genetics and Biochemistry from Bangalore University.</p> <p>Masters of science in Biotechnology (M.Sc. Biotechnology) from Bangalore University.</p> |

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| PERSONAL DETAILS | Father's Name: Samir Kumar Acharya DOB: 22/04/1987 Sex: Male Nationality: Indian Marital Status: Married Languages Known: English,Hindi,Bengali , Kannada |
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I HEREBY DECLARE THAT THE ABOVE FURNISHED DETAILS ARE TRUE TO BEST OF MY KNOWLEDGE.

SOURAV ACHARYA