

# Aniket Potphode

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## **SUMMARY**

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I am a result-focused Business Development Manager with over 8 years of niche expertise in Pharma and equipment sales, boasting a proven track record of achieving over 115% of revenue targets in territory sales across the Vidarbha-Maharashtra, Aurangabad, Nanded, and Madhya Pradesh regions. I am adept at managing large teams and driving business growth in emerging markets through segments focused on cardiologists, diabetologists, endocrinologists, neonatologists, intensivists, and the corporate hospital network of the Vidarbha-Nagpur region. I have successfully managed an annual revenue performance of INR 1.75 crore with a performance delivery of 108%. I excel in overseeing large teams across diverse states, ensuring delivery targets are met, and fostering capability development for sustained business growth.

## **SKILLS**

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**Sales:** Sales goals, Clinical Application Support, Sales Presentations, Customer visit planning, forecasting, Territory Management, Tender Management, Pre-post Application Training

**Personal:** Device Sale, Negotiation Skills, Interpersonal Skills, Effective communication, Problem Solving, Reporting, Co-ordination, Team Player, KOL management,

## **EXPERIENCE**

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### **BOSTON SCIENTIFIC CRM, INDIA PVT. LTD**

**NAGPUR, INDIA**

**Product Specialist- Randstad Payrole**

July 2024 till Date

- Developed & Implemented strategies for Pacemaker, CRTD & ICD in Nagpur, CG & MP area.
- Led successful management of single chamber & dual chamber cases manage in Nagpur & CG area.
- Cultivate the strong relationship successfully Manage the KOL in Indore & Raipur, Nagpur area.
- Conducted market research understand the trends & need of IC & EP.

### **FISHER & PAYKEL HEALTHCARE INDIA PVT LTD.**

**NAGPUR, INDIA**

**Territory Manager- RAC**

May 2023 to May 2024

- Orchestrated a remarkable 108% revenue growth in the last financial year.
- Developed and implemented strategies for NIV and Heated Humidification, acquiring proficiency in generating INR 1.75cr revenue.
- Oversaw the successful launches of Airvo 3 & Visairo Mask, contributing to business expansion in the Vidarbha & Marathwada region.

**ALKEM ONCOLOGY****NAGPUR, RAIPUR, INDIA****Area Business Manager**

Jan 2023 to April 2023

- Efficiently manage the marketing budget for Vidarbha area, ensuring resources are used effectively for better returns.
- Oversee market research to understand trends and needs in surgical and oncology physician coverage, enabling informed decisions.

**BOEHRINGER INGELHEIM INDIA PVT LTD.****NAGPUR, INDIA****Sr. Business Development Manager**

March 2018 to Nov 2022.

- Developed innovative strategies for Cardio Diabetics sector in Vidarbha-Nagpur, boosting market share and INR 1.6cr revenue.
- Managed successful launches of Glyxambi & Jardiance, improving market share.
- Maintained consistent high performance, achieving 100-105% above-the-line for four years.

**NOVONORDISK INDIA PVT LTD.****NAGPUR, INDIA****Product Specialist**

Sep 2016 to Mar 2018

- Directed multispecialty segments in Vidarbha, surpassing 100% performance targets and successfully launching insulin drugs like Novomix, Novorapid, and Ryzodeg.
- Developed and executed advanced sales strategies for lead generation and customer retention using scientific conversation techniques.

**EDUCATION****MBA – MARKETING****NAGPUR, INDIA****D.M.I.M.S. Nagpur University**

Aug 2014 to Apr 2016

**Bachelor of Pharmacy****NAGPUR, INDIA****Priyadarshini J L college of Pharmacy, Nagpur University**

Aug 2009 to Apr 2014

**CERTIFICATIONS**

- Identified as high potential for talent development, promoted to Sr. BDM within two years.
- Won the Prestigious High Lead Generation award in March 2017 in NN

## ADDITIONAL INFORMATION

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- Recognized as the best employee for Highest Prescriber H1 in 2021 at Boehringer Ingelheim and received the Applause Award for 110% performance in the government segment for Jardiance Met.
  - Awarded incentive trips to Sri Lanka, Singapore, and Bangkok annually for achieving over 115% above-the-line performance in Boehringer-Ingelheim.
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