

CHINMAY GODBOLE

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CAREER OBJECTIVE

Dedicated and results-driven Medical Devices Marketer with a proven track record in medical device sales. Possessing comprehensive knowledge of the healthcare industry, I am seeking to leverage my skills and experience to drive growth, expand market presence, and contribute to the success of a dynamic medical device company.

PROFESSIONAL SUMMARY

Adept medical devices marketer with 7 years of experience in the healthcare industry, specializing in medical device sales and marketing. Proficient in crafting and executing strategic marketing plans, market analysis, product launch campaigns, and fostering strong relationships with key healthcare professionals. Recognized for consistently exceeding sales targets and enhancing brand recognition in competitive markets.

EDUCATION

Executive MBA – IIT Madras

CGPA – 8/10

BE Biomedical Engineer – MS Ramaiah Institute of Technology

CGPA – 8/10

High School – MES Vidyasagar

CGPA – 7.6/10

10th Board (CBSE) – Venkat international public school

CGPA – 8.9/10



WORK EXPERIENCE

Medtronic India Pvt. Ltd. (2017 - 2023)

Consumable Sales – Hernia (2017 – 2019)

- Successfully managed corporate and private healthcare professionals, offering mutually beneficial solutions.
- Conducted marketing activities to create awareness of procedures and surgical techniques, resulting in increased product adoption.
- Established distributor relationships and trained them in product knowledge and compliance policies.
- Consistently met and exceeded sales target and achieved recognition for outstanding sales performances.

Consumable Sales – Hernia and Suture (2019 – 2020)

- Managed both Hernia and Suture business in Karnataka, achieving targets and expanding accounts.
- Developed and maintained relationships with Key opinion leaders and leveraging their expertise to build product credibility.
- Strategically identified and targeted market segments, leading to successful market penetration and expanded customer base.
- Focused on Gynec, Cardiac, Liver transplant, and General surgery markets for sutures, leading to product adoption.
- Led Training Sessions for India Sales team, providing them with necessary product knowledge and sales techniques.

Capital Sales – Advanced Surgical, Visualization and Gynec (2020 – 2021)

- Managed EBD portfolios, overcoming supply challenges, and building awareness of Valleylab Energy-based devices.
- Promoted Truclear Hysteroscopic tissue removal system in the Gynec space, enhancing patient care.
- Consistently met and achieved sales targets in all accounts.
- Worked in Key Govt accounts to increase the share and improve the market by driving activities.
- Helped in Launching the Sonicision Ultrasonic Dissector in Bangalore
- Sold at premium prices to improve the SM increase the Standard pricing. Got price increases in many accounts like Apollo, Manipal and other small accounts.



Procedure Marketing – Soft Tissue Implants (2021- 2022)

- Led the development of the India Hernia business and adoption of laparoscopic hernia techniques.
- Identified new centers and programs to grow the market size.
- Conducted several Observer ship program with key accounts and key KOL's.
- Conducted cadaver programs to help budding surgeons get hands on experience and move to laparoscopic surgery with confidence.
- Built partnerships with APHS, HIS to conduct several training programs.
- Trained the team on various Hernia procedures and selling skills.
- Helped in launching and training the team on Dextile mesh and positioning it superior to competition.
- Worked on creating new centers of excellences and revive the old ones.

Procedure Marketing – Visualization & Gynec, Sutures and Endoscopy (2022- 2023)

- Focused on scalability of Sutures, built training programs, and established partnerships in Liver transplant and Cardiac spaces.
- Creating a partnership with the prestigious Liver Transplant society of India by signing a MoU with them for training and creating an education universe for Liver transplant surgeons.
- Driving 360-degree marketing campaigns for key specialties in the cardiac surgery space and HPB space.
- Developed marketing collaterals like case studies in Gynec space for sutures
- Launched Veriset hemostatic patch and conducted KOL-driven awareness events in the Gynec space.
- Creating Centers of Excellence's for products like Mano scan and Pill cam's in the Endoscopy space.
- Creating and Establishing Office Hysteroscopy as the new standard of care for Patients.
- Establishing Truclear in the market as THE product for office hysteroscopy.
- Drove KOL engagements at Global Level – Facilitate virtual and onsite skill building
- Manage International congresses – event strategy, speaker panel, booth presence and access post event KPI's

Winglobe healthcare Pvt. Ltd. (Nov 2023 - March 2024)

Regional sales manager South India - Energy based devices

Responsible for Sales of entire portfolio of Winglobe energy based devices for South India.
P&L management, Distributor management, Marketing activities for Cauterizes, Vessel sealers and Harmonic devices.



Advanced Medtech Solutions Pvt. Ltd. (2024 -Present)

Product Marketing - Advanced Endosurgery portfolio (Wound Care, Staplers, Trocars, Artisential lap instruments, Hernia, Energy)

Product Launches:

Sutures:

Product developments of new range of sutures and kits for various specialities like Liver transplant, Kidney transplant, C-Section, CABG

Staplers:

Product development and Launch of entire range of Staplers, Trocars, Polymer clips, Titanium clip applicers.

Stapler range includes 3 row open linear cutters, 3 row circular staplers, 2 & 3 row haemorrhoid staplers, New range of Skin staplers, Manual Endo linear cutter guns, Powered Endo linear cutter guns, 3 row Endo Reloads in both Manual and Powered Range.

Clips:

Polymer clips include the straight clip applicers and Medium, Medium-Large and Large polymer clips.

Titanium clip applicers include open and Lap clip applicers.

Launch of Artisential handheld robotic instruments - unique articulating instruments that offer 7 degrees of freedom.

Product Training:

-Complete Product training modules and in person training on Endo surgery portfolio.

Continued training session in different cities and therapy based online training course development.

-Creating necessary in house materials and knowledge bases for training.

-Conducting training with surgeons and faculties for team.

Marketing and Training activities:

Creating different types of marketing and training activities to train, educate and engage surgeons in different therapies.

Activities like observer ship programs, Cadaver training programs, Webinars etc that create an impact for all the stakeholders.

Market research and analysis:

Performing thorough market research and taking strategic decisions on pricing, product positioning, product development and unlocking new opportunities.

Brand management:

Creating and protecting brand image by creating content around products and company.

Regulatory compliance:

Created SOPs for marketing activities which comply with the regulatory standards.

Ensuring all activities follow compliance guidelines and do not deviate and put the company at risk.



ARTISENTIAL
Articulating Laparoscopic Instrument
The Future of Laparoscopy
is in Your Hands.

Skills

- Market analysis
- Product Marketing
- Sales Strategy
- Key account Management
- Relationship Building
- Marketing Campaigns
- Cross – functional collaborations
- Market Research
- Product Launch
- Competitive Analysis
- Team Leadership
- Healthcare Industry Knowledge

What I like doing in my free time....

- Volunteer with Teach for India to teach underprivileged kids
- Marathon running
- Football
- Photography

References:

- Available upon request....