

## Madhuri Vijaywargiya

43, Anudeshak Nagar, Sukhliya, Indore - 452010, Madhya Pradesh

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### Regional Sales Manager - Medical Devices

Accomplished **Regional Sales Manager** with **25+ years of experience** in **Medical Devices & Pharmaceuticals**, specialising in **Surgical, Cardiac, Diabetic, Orthopaedic, and Hospital-based devices** across **Madhya Pradesh & Chhattisgarh**. Demonstrated expertise in **regional sales leadership, hospital acquisitions, dealer/distributor management, tender handling, OT/clinical support, and product penetration**. Known for **scaling device portfolios, building high-performing teams, and achieving sustained revenue growth**.

### Core Competencies

- Sales Management
- Regional Management
- Territory Expansion
- Corporate Hospital Sales
- Dealer & Distribution Management
- Business Development
- Key Account Management
- Product Launch and Promotion
- CME / Symposium Planning
- Clinical Assistance (OT Support)
- Team Leadership
- Market Analysis
- Relationship Building
- Strategic Planning
- Revenue Growth

### Professional Experience

**Regional Sales Manager - Meril Life Sciences India Pvt. Ltd.**

**Oct 2018 - Present | Madhya Pradesh & Chhattisgarh**

#### Regional Leadership

- Lead medical device business across **MP & CG**, covering **corporate hospitals, multispecialty centers, and government institutions**.
- Manage and develop **dealer/distributor networks** to ensure seamless product availability.

- Responsible for **regional target achievement, forecasting, team performance, and P&L contribution.**

### Market Development

- Drove strong product penetration in **cardiac, surgical, and orthopaedic institutions.**
- Executed **CMEs, surgeon engagement programs, and clinical demonstrations** to drive adoption.
- Developed **territory-specific strategies** to increase market share and conversions.

### Achievements

- Expanded Meril's device portfolio across **high-opportunity accounts.**
- Secured business in leading **corporate hospital chains** across the region.
- Improved **OT support conversion rates** through strong clinical engagement.

### District Manager - Lotus Surgicals Pvt. Ltd.

Jul 2014 - Sept 2018 | MP & Chhattisgarh

- Managed **district operations** with focus on surgical device sales.
- Achieved consistent growth in **government and private hospitals.**
- Strengthened **distributor networks** and expanded surgeon coverage.

### Area Manager - Medicis Life Sciences Pvt. Ltd.

Oct 2013 - Jun 2014 | Indore, Ratlam, Ujjain

- Managed a **3-city cluster** with strong execution of sales strategies.
- Achieved **highest Genshyne Sachet sales in Indore (2014).**
- Built strong relationships with **key surgeons and high-volume hospitals.**

### Sales Executive - Cardiac & Diabetic Division, USV Ltd.

Jul 2004 - Oct 2013

- Managed **sales of cardiac and diabetic brands** across Indore.
- Contributed to **Glycomet GP growth from launch to a 100+ Cr brand.**
- Executed **CMEs, workshops, and prescriber engagement activities.**

### Medical Representative - Sigma Laboratories

Dec 1997 - Jun 2001

- Covered multi-town territory: **Indore, Dewas, Mhow, Sonkatch & Sanwer.**

- Achieved **MD Award for sales excellence** for two consecutive years.

## Education

**B.Sc. (Biology)** – DAVV, Indore, 1996

**12th (Science)** – MP Board, 1992

**10th** – MP Board, 1990

## Awards and Achievements

- **MD Award – Sigma (1998–99, 1999–2000)**
- Key contributor to **Glycomet GP becoming No.1 OHA brand (2008)**
- **Regional Excellence Award – Bhopal Region (2009)**
- **UVA Victory Award – Bangkok (2010–11)**
- Milestone contributor – **Glycomet GP (75 Cr, 2011)**
- **UVA Victory Award – Dubai (2011–12)**
- **Excellence Certificate – Glycomet GP (100 Cr, 2012)**
- **Highest Sales – Genshyne Sachet (2014)**

## Skills

- Positive Attitude
- Analytical Thinking
- Tenacity
- Resourcefulness
- Teamwork & Team Handling
- Customer Engagement
- Communication Skills

## Personal Details

**Date of Birth:** 15 Feb 1975

**Marital Status:** Married

**Nationality:** Indian

**Passport Validity:** 2032

**Address:** 43, Anudeshak Nagar, Sukhliya, Indore – 452010

## Declaration

I hereby declare that all information provided is true and correct to the best of my knowledge.