

# SAURABH BANGIA

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## OBJECTIVE

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To leverage my expertise in medical sales, territory management, and KOL engagement to contribute effectively to a forward-thinking healthcare organization, driving business growth while delivering value-driven solutions that improve patient care.

## SKILLS & ABILITIES

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- Key Opinion Leader (KOL) Engagement & Relationship Management
- Territory & Account Management
- Product Knowledge & Clinical Expertise
- Strategic Sales Planning & Execution
- Customer Needs Analysis & Solution Selling
- CRM & Digital Sales Tools Proficiency

## EXPERIENCE

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**Aug 2020 – Present** **Abbott Healthcare** **New Delhi**  
**Sr. Key Account Manager**

- Successfully managed institutional sales across premier corporate hospitals in South Delhi (Max Saket, Fortis Escorts), and extended coverage in Ghaziabad and Panipat (Haryana), ensuring consistent business development and territory growth.
- Demonstrated Anaesthesia Vaporiser installation in Operation Theatre and maintain relation with OT Technician and Bio-medical department to ensure the updated records of our vaporisers and machines remain calibrated to their specifications timely.
- Demonstrated Anaesthesia and Neonatology portfolio, driving sales and visibility for critical brands such as Sevoflurane/Sevotracurium (Sevoflurane), Cisatracurium, and Survanta, through strong clinical engagement and strategic account management.
- Collaborated closely with anaesthesiologists, neonatologists, and hospital procurement teams to drive brand preference, support product adoption, and secure formulary listings.

**April 2016 – Aug 2020**                      **Cipla Ltd**                      **North & South Delhi**  
**Hospital Business Manager**

- Successfully handled institutional sales across top corporate hospitals in North Delhi (RGCI, St. Stephens), South Delhi (Max Saket, Primus), and leading government institutions (Safdarjung Hospital, AIIMS), ensuring consistent business growth and relationship management.
- Demonstrated strong ownership of the antibacterial portfolio, driving demand and market presence for key brands like Xylistin, Divaine, and Elores through targeted sales strategies and stakeholder engagement.

**July 2015 – April 2016**                      **Claris Life Sciences**                      **West Delhi**  
**Area Sales Manager**

- Drove sales and market penetration of critical care antibiotics—Meriva (Meropenem), Imira (Imipenem), and Zepita (Pip/Taz)—in key accounts, leveraging Closed Infusion Delivery System (CIDS) for differentiated positioning.
- Covered and developed business in BL Kapoor Hospital and multiple nursing homes across West Delhi, ensuring regular demand generation and customer engagement.
- Built strong rapport with intensivists, pharmacists, and procurement teams to drive adoption and prescription of antibacterial portfolio.
- Executed territory-wise business plans and ensured timely availability of products through coordination with distributors and hospital supply chains.

**Jan 2015 – July 2015**                      **Oscar Diagnostics**                      **North/West Delhi**  
**Sales Associate**

- Managed end-to-end sales of In-Vitro diagnostic kits including lead generation of Hospitals, Labs and Clinics and achieved consistent revenue growth in assigned area of North and Central Delhi.

## **PROFESSIONAL RESPONSIBILITIES**

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- Scheduling and conducting regular meetings with Key Stakeholders to drive product awareness and clinical acceptance of our portfolio in all aspects.
- Organizing Continuing Medical Education (CME) sessions in collaboration with Anaesthetists and OT Technicians to position our brands as a trusted clinical solution.
- Facilitated educational initiatives for OT Technicians and NICU nursing to enhance product knowledge so that they can deliver the drugs through proper delivery method.
- Leveraged digital platforms to share the latest product updates, therapy advancements, and clinical evidence with healthcare providers, ensuring consistent engagement.
- Maintained strong follow-up with Anaesthetists and Neonatologists to be their first preference when in need of the hour and achieve targeted business objectives.
- Proactively managed inventory levels by coordinating with distributors to ensure uninterrupted brand availability by reviewing weekly statements.

## **ACHIEVEMENTS**

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To mention few..

- Promoted to Senior Key Account Manager at Abbott in recognition of consistent performance and strategic account management capabilities.
- Promoted to the role of Hospital Business Manager at Cipla after demonstrating strong leadership in institutional sales and account development.
- Awarded the ICE (In-Clinic Effectiveness) Championship for outstanding engagement and brand advocacy in the Critical Care portfolio.
- Honoured with the 'Best Leader Quality' award during the Annual Recognition Ceremony (FY 2016–17) for leadership, collaboration, and influence.

## **EDUCATION**

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**2009 – 2013 Dyal Singh College New Delhi**

**University of Delhi**

- Completed Bachelor of Science (CHEM HONS.) with 5.3/10(CGPA)

**2008 – 2009 S.D. Modern School Sonipat, Haryana**

**CBSE**

- Completed my Senior Secondary education with 7.3/10(CGPA)

**2006 – 2007 S.D. Modern School Sonipat, Haryana**

**CBSE**

- COMPLETED MY SECONDARY WITH 6.7/10(CGPA)

## **REFERENCES**

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Parag Narang  
District Sales Manager, DePuy Synthes  
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DATE: 17<sup>th</sup> Nov, 2025

PLACE: New Delhi

(SAURABH BANGIA)