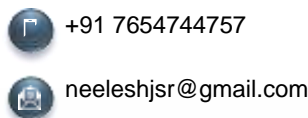


# Neelesh Kumar



+91 7654744757

neeleshjsr@gmail.com

LinkedIn [linkedin.com/in/neeleshkumar7](https://www.linkedin.com/in/neeleshkumar7)  
Languages English and Hindi

## Profile Snapshot

### SENIOR PROFESSIONAL – Sales & Business Development

High-caliber Sales Professional with a consistent record of success in achieving revenue, profit & business growth objectives by maintaining relationships with key corporate decision-makers and establishing large volume profit accounts.

## Career Timeline



## Core Skills

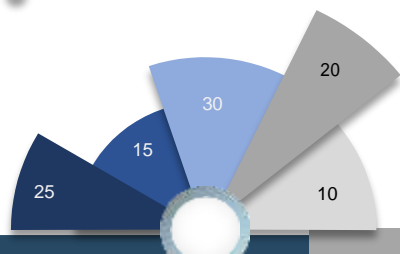
- **Strategy Planning**
  - Business Development
  - Market & Competitor Intelligence
  - Territory Mapping
  - Sales Improvement Initiatives
  - Strategic Relationships
  - **Team Management**
  - Dealer Management
  - Customer Service
  - P&L Management
- Product Launch & Positioning
  - Team Building & Training
  - Business Operations
  - Management ROI Accountability
  - Logistics Management

## Professional Caliber

- MBA (Marketing) with rich experience of 20+ years in achieving business growth objectives in well-established organizations; proactively built deeper strategic relationships at higher levels within the accounts for cross-selling/upselling opportunities and always overachieved sales targets in the Medical Device & Consumables Industry
- Pioneered in managing business encompassing administration, market analysis, development of new markets & penetration into new segments specifically in North India across large states of UP, MP and Bihar and worked within these States having high end products in the Ophthalmic segments
- Outpaced in managing sales operations and cementing healthy relationship with medical fraternity for generating business and leading workforce towards accomplishing business & corporate goals
- Sound understanding of the Surgical, Medical, Devices & Pharmaceutical industry framework; outstanding reputation in developing go-to-market plans that result in successful product positioning
- Strength in Team Management ( 6-7 persons), Managing the businesses in India, overseeing the operations to ensure alignment and compliance of business strategies, objectives, laws and regulations
- Brainstormed in conducting Doctors Meet, Conferences and Patient Education training programmes

## Education & Certifications

- MBA (Marketing) | Punjab Technical University | 2012
- BS (Zoology Honors) | Jamshedpur Cooperative College | 1999
- Diploma in Computer Application | NIIT Technologies Limited
- Certificate in Database Technology | CMC Limited
- Customer Focused Selling workshop | PI Worldwide



## Work Experience

**Jul 2004 – Oct 2021 : Aurolab, Jharkhand | Sr. Area Development Manager – Bihar, Jharkhand & Odisha**

### Growth Path

**2004 – 2010: Area Development Manager -UP, MP, Bihar & Jharkhand**

**2010 – 2021 (October) : Sr. Area Development Manager – Bihar, Jharkhand & Odisha**

### Key Result Areas

- Leading sales and business development of products through dealers/ channel partners with a team of 6 members to deliver monthly business targets
- Following long term / short term strategic plans and budgets to enhance sales and conducting negotiations & marketing operations thereby achieving increased sales growth across North India
- Exploring the new markets for promoting products; conducting competitor analysis by keeping abreast of market trends & competitors to achieve market share metrics
- Driving sales initiatives & achieving desired targets with overall responsibility of return on investment; exploring marketing avenues to build consumer preference and drive volumes
- Conceptualizing & implementing sales promotional activities as a part of brand building & market development effort
- Building and strengthening relationships with key accounts, medical fraternity and opinion leaders, thereby ensuring high customer satisfaction by providing them with complete support
- Handling the entire marketing/business development activities, launching and establishing healthy & prolonged business, thereby ensuring higher market share
- Nurturing and deepening strong rapport with key accounts of the company to win confidence, anticipate needs and deliver appropriate product solutions
- Excellent business skills involving development of business plans and design & implementation of successful sales & marketing strategies
- Maximizing organizational reach and market share through the Branding and Promotional Activities
- Assessing market scanning for channel partners and building connect program to generate business and product acceptance
- Recruiting, mentoring & training personnel of the marketing team for ensuring optimum performance to deliver quality services in market

### Significant Accomplishments

- Augmented revenue by approx. 200% in UP and 150% in Bihar & Jharkhand during 2004 – 2010
- Enhanced revenue from scratch to approx. 5 Mn. In MP during 2004 – 2010
- Doubled the revenue in Bihar & Jharkhand during 2010-19
- Generated a 5 -times increase in the revenue in Odisha regions during 2010-19
- Identified potential markets and suitable partners for forming alliances thereby delivered 100% results, retained key account and added new accounts
- Built and established the Brand image of the company by adding values to customers and revenues to organizations
- Bagged Sales Performance Award in Jun 2018, Apr 2016 and Feb 2007
- Conducted sales/territory analysis, managed channel distribution/ direct customers and benchmarked growth right from joining the states assigned
- Successfully streamlined Dealer Issue in UP in 2005-06
- Instrumental in liquidating worth 1 Cr. Short Expiry Sutures from UP Govt. under Sole Ownership Basis with UP Govt.; recovered Untraced Payment from MP Govt for Sutures Supplied
- Pioneered Strategic Alliances and led businesses to enhance revenues and identified strategic business opportunities
- Achieved First Breakthrough of Aurovue in Railway Hospital, UP after its launch
- Attended Asia Pacific Conference at Sydney in 2011
- Organized regular training and sales meeting for channel partners
- Organized Successful Toric Workshop and Wetlab Session at Karvision Hospital, Bhubneshwar in year 2014
- Gained customer confidence in the company's products by revamping the after-sales service set-up

### Key Accounts Handled

Akhand Jyoti Eye Hospital, Bihar; Sadguru Hospital, MP; M D Eye Hospital, UP; Muzaffarpur Eye Hospital, Bihar; Lions Kharkia Mem Hospital, Jharkhand; Ayodhya Eye Hospital, UP; Gombabai Hospital, MP; LVPEI Hospital, Odisha; JEH, Jharkhand; Kashyap Eye Hospital, Jharkhand and many others

**Dec 2002 - Jun 2004: Lister Surgical Blade - Magna Marketing, Kanpur | Sales Executive**

- Developed & Established Blade Markets in Southern & Western India with 100% results
- Achieved sales targets by increasing in width, depth and range of distribution by proactive marketing & servicing
- Took care of the sales & marketing operations with focus on achieving predefined sales target and growth
- Ensured that sales orders are entered, implemented, and billed correctly by working with sales, implementations, contracts, billing and other internal groups