Santosh

[Santosh.371576@2freemail.com](mailto:Santosh.371576@2freemail.com)

SALES MANAGER

▪ Top performing sales manager offering an impressive 18 Years’ experience in High End Medical Equipment Sales & Service with Team Management & Channel Business Development.

▪ Produce business strategies that clearly define product advantages, sales initiatives, and forecasted performance, and develop highly qualified sales and marketing teams. Cultivate long-term client commitments in competitive markets.

AREAS OF EXPERTISE

▪Tech Sales & Marketing Operations ▪Revenue & Profit Growth Strategies ▪ Key Brand Building & Market Share ▪ New Business & Market Penetration ▪ Strategic Solutions

PROFESSIONAL EXPERIENCE

**Philips India ltd., Mumbai, India**

Multinational Corporate serving into Healthcare, Lighting & consumer lifestyle

**Senior Manager, Sales - Govt Business, West Region**  **Nov’2013 – Present**

**Product: Imaging Systems, Ultrasound Systems, Patient Care & Monitoring Systems**

* Sales & Marketing for Imaging Systems, Ultrasound System & PCMS.
* Achieving Sales AOP, Managing and handling profitability with good IGM
* Focus to develop KOL’s in Premium Govt Institutes.
* Focus on Luminaries & Key Accounts management.
* Handled Channel Business & technical support to Channels.
* Handled Business through Key accounts, Projects & Channel network.
* Customer retention & satisfaction.
* Continuous support for sales colleagues for ultrasound & PCMS systems.
* Active Participation in leading Conferences & Seminars, Organized hands on workshop and demonstration.

**Siemens Ltd. Mumbai, India**

Global Organisation serving into Healthcare, Industrial & Energy division

**Regional Marketing Manager – Ultrasound (Siemens Healthcare)** **Apr’2011 – Nov’2013**

**Product: Ultrasound Systems**

* Sales & Marketing for Ultrasound System.
* Achieving Business volume & process targets.
* Managing and handling Ultrasound team & business for West Region.
* Handling Channel Business & technical support to Channels for Region.
* Handling Business through Key accounts, Projects & Channel network.
* Cross Modality products support like X-Ray, C arm, Mammography.
* Organizing hands on workshop and demonstration, trainings.
* Active Participation in leading Conferences & Seminars.
* People Management:
  + Implementing unique initiatives for building motivation and performance levels.
  + Conducting Appraisals of the team members
  + Addressing all people issues in timely manner and avoid re-occurrence of the same in future
  + Conducting Product training on timely basis for team members & channel partners.

**Philips Electronics India ltd. Pune, India**

Multinational Corporate serving into Healthcare, Lighting & consumer lifestyle

**Territory Manager –** **Sales (Philips Healthcare)**  **June’2004 – March’2011**

**Product: Ultrasound Systems, Patient Monitoring & Critical Care, Defibrillators, ECG Machines**

* Sales & Marketing for Ultrasound System.
* Achieving Sales AOP.
* Handled Channel Business & technical support to Channels for Pune territory.
* Handled Business through Key accounts, Projects & Channel network.
* Customer retention & satisfaction.
* Continuous support for Cath Lab,CT,MRI & Patient Monitoring, X-Rays.
* Organized hands on workshop and demonstration.
* Active Participation in leading Conferences & Seminars

**Datex Ohmeda India Pvt. Ltd.(Now Part of GE Healthcare) Pune, India**

Finland base Multinational Corporation into Critical Care Medical Devices

**Executive – Sales**  **May’2002 – February’2004**

**Product: Critical Care Patient Monitoring, Anaesthesia Workstations, Critical Care & Anaesthesia purpose Ventilators, Medical Gas Pipeline Systems, OT Table & Lights**

* Achieving Sales Budgets
* Overall Support to all Sales Activities & Customer Satisfaction.
* Handled Major Projects in Maharashtra & Goa
* Coordinating with customers and solving various issues.
* Channel Partners co-ordination in all respects
* Product Training to end-users.
* Organized hands on workshop and demonstration.
* Active Participation in leading Conferences & Seminars

**Rapid Diagnostic Pvt. Ltd. Pune, India**

Indian Firm Traders & manufacturers of Diagnostics Products

**Executive – Sales & Service July’2001 – Apr’2002**

**Product: Complete range of Bio-Chemistry Analyzer, Coagulation Analyzer, Elisa systems.**

* Monitor profitability of Pune Territory.
* Overall Support to all Sales & Service Activities
* Handling Major Projects in Maharashtra & Goa
* Installation and Servicing of Systems.
* Coordinating with customers and solving various issues.
* Channel Partners co-ordination in all respects

**Schiller Healthcare India (P) Ltd. (Switzerland Based MNC) Mumbai,India**

Multinational Organization into Healthcare Diagnostics Cardiology

**Product: Stress Test, Holter Monitoring, Defib, Pressure Injector, Telemedicine, ECG, PFT, Monitors, Pulse-Oximeter.**

**Engineer – Customer Support**  **Dec’1998 – June’2001**

* Responsible for monitoring profitability of Pune Branch
* Managing and supervising the Service Activities through man mgmt.
* Marketing activates, strategies for new business avenues
* Handling Grievances/objections of customers & dealers
* Customer retention & satisfaction
* Directly responsible for Service Targets of high end systems & Dealer Products
* Appointment of Dealers & Handling All dealer Activities Vis-à-vis Dealer Training, Target Assignment, Support for Demonstrations.
* Office Administration & MIS

EDUCATION

▪ Bachelor of Biomedical Engineering – **University of Mumbai**

B.E. (Bio-Medical) from MGM College of Engineering, Mumbai University, 1998, First Class

▪ Diploma in Computer Technology Engineering – **State Technical Board**

Diploma in Computer Tech from Vivekanand Education Society, Mumbai, 1995, First Class

**EXTRA CURRICULAR ACTIVITIES**

* Played intercollegiate Cricket, Football, Kabbadi Tournament for the year 1992
* Actively participated into Road Safety Patrol from 1986-1989
* Training course Completed - Strategic Business Negotiations & Influencing Skills
* Training course Completed – Winning ’em Over & Taking Charge
* Training course Completed – Leadership Competencies

**KEYWORDS**

Executive, Manager, Corporate, Business, Technology, Sales- Marketing, National, Distribution, Product, Development, Logistics, Strategic, Channel, Market, Gross margin, Contract, Negotiation, Diversification, Policies, Procedures, Standards, Standardization, Reporting, Finance,