PRASAD

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A multi-faceted professional, skilled in blending creative intellect / insight and sharp planning skills for managing business operations & meeting top / bottom-line objectives, seeking senior level assignments in Sales & Marketing (Analytical Instruments) with an organisation of high repute

Industry Preference: Pharmaceuticals

Profile Summary

A focussed and result oriented professional with 11.5 years of experience in:

~Sales & Marketing ~Business Development ~Key Account Management

~Liaison & Coordination ~Branding & Promotion ~Service Operations

~Reporting & Documentation ~Product Development ~Territory Management

Demonstrated abilities in expanding the market, brand building, generating new trade and targeting the potential customers / consumers. Skilled in conceptualizing growth initiatives, creating new product concepts and pioneering entry into new & challenging territories. Capable of devising and implementing regional plans aimed at facilitating enhancement of business volumes and promoting products in the segment Proficient in carrying out service operations along with implementation of various techniques for improvement of process operations & cost effectiveness.

Successfully handled products like Lab Weighing Solutions, XRF – Oxford Instruments Particle Size Analyzer and UV-Vis & IR Spectrophotometer. Adroit in creating business development procedures, dealership standards and sales strategies as well as service delivery plans & guidelines. Expert in carrying out analysis of market trends/ requirements, collating market intelligence reports and thereby chalking out measures for countering competition. Deft in managing sales & marketing operations with accountability for incremental volume & profit growth. An effective communicator with strong planning, interpersonal and people management skills.

Core Competencies

Business Development

• Identifying & pursuing business opportunities through market surveys and mapping requirements through market surveys

• Initiating & developing relationships with key decision makers in target organizations for business development

Sales & Marketing

• Administering sales & marketing operations and driving initiatives in order to increase revenue volume and achieve business goals

• Conducting analysis & competency mapping for keeping abreast of trends and competitor’s moves to achieve market share

Key Account Management

• Identifying prospective clients from various sectors and generating business from existing ones thereby achieving business targets

• Interfacing with clients for understanding their requirements & suggesting the most viable solutions / products and cultivating relations with them for customer retention & securing repeat business

Services Operations

• Managing service operations with focus on implementing policies & procedures as well as developing and streamlining systems

• Monitoring post service activities like follow-up with customers, service reminders, etc.

Organisational Experience

Since Mar’07 Mettler Toledo India Private Limited, Mumbai as Area Sales Manager - Lab Division

(Regions Handled: Central Mumbai, Navi Mumbai, Goa, Nasik, Aurangabad and Pune)

(Product Handled: Lab Weighing Solutions)

Role:

• Ensuring achievement of yearly targets

• Focusing on Government Institutes for revenue generation

• Using SAP, CRM for customer management

Accomplishments:

• Recognized as:

o Winner of Delta Asia for registering highest sales revenues in 2010, 2012 & 2015 on PAN India Basis.

o Runner up of Delta Asia in 2011 on PAN India Basis.

• Selected for Illustrious Management Development Program - a 2 year, 3 module program to develop management skills

• Consistently have achieved sales target & generated revenues for last 6 to 7 years (from 2008 -15 business grew at 300%)

• Steered efforts in achieving the business of 0.25 Million $ in 2008 v/s 0.75 Million $ in 2013

Feb\\\'06 to Feb’07 Advance Scientific Equipment Pvt. Ltd., Mumbai as Service Engineer

(Product Handled: XRF – Oxford Instruments Particle Size Analyzer – Cilas)

Role:

• Looked after servicing of various analytical instruments

• Ensured customer satisfaction

• Accountable for generating service business for the organization

Previous Experience

Nov\\\'04 to Feb\\\'06 Toshvin Analytical Private Limited, Mumbai as Service Engineer

(Product Handled: UV-Vis Spectrophotometer and IR Spectrophotometer)

Education

• B.Sc(Tech) (Instrumentation Engineering) from Watumull Institute of Electronic Engineering & Computer Technology, Mumbai University in 2004; secured 1st division

IT Skills

• Proficient in MS Office (Word, Excel, PowerPoint) & Internet Applications

Personal Details

Date of Birth: 29th September, 1980

Languages Known: English, Hindi and Marathi

Location Preference: Mumbai / Pune / Goa