**REGIONAL GROWTH MANAGER – TMEA & INDIA | DENTSPLY SIRONA**

PREVIOUS – JOHNSON &JOHNSON, DELOITTE CONSULTING

(TOTAL EXPERIENCE – 16 Yrs.)

# PROFILE

Dhroov

High performing professional with 15+ years of multifaceted experience and proven ability to deliver profitable growth by leveraging cross-sector, cross –regional & cross-functional expertise. Recognized as a leader with high business acumen & uncanny ability to spot opportunities & provide practical business solutions under challenging circumstances. Possesses a perfect balance of IQ & EQ blended with inner confidence to manage complexities.



PROFESSIONAL EXPERIENCE

@: [dhroov-389874@2freemail.com](mailto:dhroov-389874@2freemail.com)

**EDUCATION: Indian Institute of Management (IIM)**

**PROFESSIONNEL COMPETENCIES**



* STRATEGIC PLANNING & EXECUTION
* NEGOTIATION
* INTERPERSONAL RELATIONSHIP & POSITIVE INFLUENCING
* CHANGE MANAGEMENT
* RESULT ORIENTATION

**AREAS OF EXPERTISE**



* COMMERCIAL EXCELLENCE

(CONSISTENT YEAR ON YEAR GROWTH)

* DIVERSE BUSINESS EXPERIENCE

(MULTIPLE ROLES IN CONSULTING, MEDICAL DEVICES, DENTAL & PHARMA INDUSTRIES)

* CROSS CULTURAL SKILLS

(EXPOSURE ACROSS 20+ COUNTRIES IN MIDDLE EAST, AFRICA, INDIA, TURKEY & EUROPE)

* NEW MARKET DEVELOPMENT & EXPANSION

(SETTING UP BUSINESS FROM SCRATCH IN NEWER MARKETS)

**2019**



**2013**



**2010**

### DENTSPLY SIRONA | REGIONAL GROWTH MANAGER - TMEA & INDIA| DUBAI, UAE

* Core member of the global commercial team of DENTSPLY Sirona Endodontic & Restorative Business Groups (Reporting to Head office in Switzerland).
* In market representative to ensure co-development & execution of regional strategy (across 20+ countries) in alignment with the global strategic & commercial objectives.
* Generated $60M+ in annual revenues for the business. Maintained consistent growth over the years, through follow-up on sales results & operating margin for the Region by brand & by the market.
* Oversaw Revenue Growth through Annual Business Planning, Budgeting, Strategic Marketing, Brand Recognition, New product launches, Pricing Strategy, Clinical Education initiatives, Tender Business Management, New Market Expansion, Regulatory Compliance, Clinical & Research studies & Conference participation.
* Maintained strong Relationship with Key stakeholders, Accounts (including MOH), Channel partners, Universities & Opinion Leaders.
* Devised & executed Go to market strategy, Brand Conversion, Competition mapping & Cannibalization strategy. Devised Consumer Promotions & Brand Plans to maximize sales opportunities.
* Part of the core team for several strategic projects at the SBU including new product development for the local markets.
* **Served as Country BD Manager for India during 2013 – 2015.**

**JOHNSON & JOHNSON, VISION CARE | NATIONAL KEY ACCOUNTS MANAGER/ REGIONAL SALES MANAGER/ BD MANAGER | INDIA**

* ***National Key Accounts Manager (2012 – 2013) -*** Core member of the Country Leadership team & Country Business Strategy.
* Directed a team of KAMs & frontline reps to drive sales & relationship with national chains having 600+ stores across the country.
* Spearheaded Strategic account planning, Relationship building, Need analysis, Negotiating Terms of Trade, Budgeting & ROI.
* Turned around business with 15% growth & 5% increase in market share through Consumer Promotions, Brand Plans, up trading promotions, product & inventory mix plan, CRM.
* ***Regional Manager (2010 – 2012)* -** Directed a team of 40+ Supervisors & frontline sales reps to drive optical business across 700+ stores & hospitals in North of India.
* Achieved 20%+ business growth for two consecutive business cycles. Steered the business through Channel management, Key Account Management, Tapping new business opportunities, Competitor Planning, Strategic & Tactical plans to maintain market leadership.

**OTHER HIGHLIGHTS**





* RECEIVED SEVERAL PRESTIGIOUS

CORPORATE AWARDS - PRESIDENT CLUB,

ENCORE & APPLAUSE AWARDS.

* ACHIEVED FAST TRACK GROWTH

THROUGH SERIES OF INCREASINGLY

RESPONSIBLE POSITIONS.

* ATTENDED VARIOUS STRATEGIC

& LEADERSHIP WORKSHOPS

* ALL ROUND PERFORMANCE – SPORTS SECRETARY,

ENTREPRENEUR CELL,

MARKETING & STRATEGY EVENTS

**LANGUAGES**



* ENGLISH & HINDI

**NATIONALITY**



* INDIAN

**2010**



**2008**



**2006**



**2004**



**2001**



**1997**

***Business Development Manager (2008 – 2010)* –** Developed strategically critical ophthalmology channel for driving contact lens penetration. Grew business by 70%+ within 18 months.

* Developed Go to Market Strategy & executed pan India expansion through segmentation, team management, Training & OPL programs, professional marketing, Sales force effectiveness & Product mix.

**DELOITTE CONSULTING (HEALTHCARE & LIFE SCIENCES, STRATEGY & OPERATIONS) | SENIOR CONSULTANT | INDIA**

* Leading and delivering end-to-end strategic consulting projects involving budgeting, lead generation, resource planning, proposal development and delivery of the project for healthcare/ Pharma clients.
* Successfully delivered various projects in the areas of Strategic Planning, Revenue Enhancement, Cost Reduction, New Market Entry, Competitive Assessment, Market Overview& Financial Modelling.
* Led the Recruitment Team to support campus & lateral recruitment. Part of Fun and Innovation Team for enhancing employee engagement

**MBA FROM MOST PRESTIGIOUS INDIAN INSTITUTE OF MANAGEMENT (IIM)**

**V. PHARMA LABS | CONTROLLING OFFICER | INDIA**

* Managed Production & Quality Control, People Management, Hospital Business Development

**BACHELOR’S IN PHARMACY – M.S. RAMAIAH COLLEGE, BANGALORE, INDIA**