

SUMIT BHATEJA

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Seeking assignments in Biotech / Health Care / Life Sciences with a growth oriented organization.

PROFESSIONAL SYNOPSIS

Experience in business development, servicing and customer management. Currently associated with **J. Mitra & Co. Pvt. Ltd., Delhi**, as **Sr. Technical Sales Executive**. A proactive planner with a flair for adopting emerging trends and addressing industry requirements to achieve organizational objectives and profitability norms.

Education :

- **Professional Qualifications:**

- ✓ Masters in Business Administration (MBA) – Marketing (2005-07)
From BLS Institute of Education (Ghaziabad)

- **Academic Qualifications:**

- ✓ B.Sc. in (Medical Lab. Technology) from IASE University, Sardarshar (Raj.), in 2005
- ✓ 10 + 2 Science (CBSE Board) in 2002

Organisational Experience :

- **Sr. Technical Sales Executive – J.Mitra & Co. Pvt. Ltd. (Diagnostic Enterprises)** (Since Sept 2010)
- **Business Executive – Microgene Diagnostics Systems Pvt. Ltd** (Feb 2009 – Aug 2010)
- **Assoc. Financial Services Manager – ICICI Prudential Life Insurance** (July 2007 – Jan 2009)

Key Result Areas ;

- **Business generation for the company**
 - Business development for long range of company products.
 - Techno- commercial Presentations & discussions for technology promotion at customer end.
 - Provide complete technical training, training support and seminars to customers.
 - Visiting customers on a periodic manner and technically pitching products.

- Conducting workshop & training for customers.
- Channel sales and distribution management.

➤ Customer Service

- Implementing world-class service strategies.
- Handling customer complaints & queries.
- Coordinating with the Quality Control & Technical departments to solve product related issues from time to time.
- Visiting customer end for product promotion & demonstration.
- To work in tandem with technical cell in organizing seminars, TIP (Technical Interactive Programs), CME for various hospitals & blood banks.
- To collect customer feedback & performance certificates and analyze them for development of new products.

➤ Business Development

- Market share analysis for sales forecast.
- Monitoring of sales.
- Handling projects of new product launch. Conduct analysis and market survey.
- Sales Promotion:
 - ✓ Identifying areas for organization of scientific seminars.
 - ✓ Ensuring the key / new customers are made part of scientific seminars.
 - ✓ Follow to resolve queries / build relationships after seminars.
- Internal & external analysis to identify opportunities as well as threats of the external environment and strength & weakness of the organization.

Achievements :

- Awarded gold medal for achieving more than Rs. 1 Crore of annual sales in year 2014
- Awarded gold coin for being top performer in the sale of Hcv Tridot on all India basis in year 2014
- Awarded gold coin for being top performer in the sale of 4th Gen Hiv Elisa Test on all India basis in year 2014

Technical Skills :

- Applications of Rapid Range, Elisa, Blood Grouping, Western Blotting, Immunological Techniques, Coagulation Factors and Healthcare products like Glucometer etc. used in Hospitals, Blood Banks and Diagnostics Labs.

Personal Profile :

- Date Of Birth : September 20, 1982
- Father's Name : Mr. A.D. Bhateja
- Mother's Name : Mrs. Sudershan Bhateja
- Marital Status : Single