

SHARAN SURESH

Growth Catalyst | Value Creator | Sales, Marketing and Business Development Strategist | Biochemist | Lab Operations | Innovation and Solutions

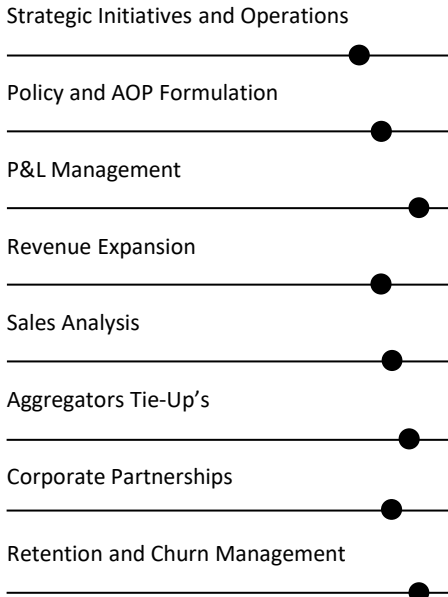
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English, Telugu, Tamil and Hindi

1st July 1992

STRATEGY & VISION



ACADEMICS

2009 | Master of Science in Biochemistry
Andhra University, Visakhapatnam

2007 | Bachelor of Science in Biology
Andhra University, Visakhapatnam

CAREER TIMELINE



PROFILE

A conceptually strong and innovative senior leader with demonstrated success in increasing revenues, market share and earnings, achieving cost reductions, and improving client satisfaction in customer-facing operations in large, diverse domestic / global organizations. Multi-skilled professional, brings to the table over 10 years of chronicled success in formulating winning business development, sales and marketing strategies and leading successful business establishments. Skilled at Revenue Generation, ROI Accountability, Sales and Marketing, Business Development, Channel Development, Building Strategic Alliance and Client Relationship pre-dominantly across the Healthcare / IVD industry. Currently spearheading efforts as Regional Business Development Manager – South II at Roche Diagnostics India Pvt. Ltd., Chennai.

STRATEGIC RELATIONS

- Resource Optimization
 - Key Account Management
 - Customer Satisfaction & Allegiance
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BUSINESS PROCESS

- Sales and Marketing
 - Business Development / Acquisition
 - Lead Conversion
 - Distributor Management
 - Brand Management
 - Launch and Promotion
 - Channel / Vendor Development
 - Brand Management
 - Market Intelligence
 - Costing and Budgeting
 - Competition Analysis
 - Target Achievement
 - Negotiation and Leadership Skills
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LEADERSHIP QUOTIENT

- Highly result-oriented professional with proven success in helping organizations increase their market shares and out-perform revenue targets by developing new revenue streams and business models in an ever-changing and dynamic business environment
 - Spearheading the entire gamut of product management and streamlining procedures to ensure achievement of targets, involved in strategy formulation and business development plans, setting all processes related to product management and creating the product roadmap
 - Expert in creating sophisticated B2B sales models and expanding sales for the company from scratch and catapulting them towards profitable business ventures and increased revenue growth.
 - Creative abilities in developing / strengthening a wide network of aggregators / channel partners / distributors to ensure wider coverage and deeper market penetration, while capitalizing on emerging market opportunities.
 - Year-after-year success in achieving revenue, profit and business growth objectives in start-up and rapid change environments.
 - Driving new business through key accounts and establishing strategic partnerships to increase revenue.
 - Implementing Go-to-Market strategy to get a deep understanding of the product / offerings, competitors' operations and gaining consumer insights on preferences and brand recall
 - Well versed with international standards, global practice, code of conduct and regulatory / statutory compliance
 - Products: Immunology and Clinical Chemistry, NAT, Serology, XP 100 (hematology analyzer) etc.
 - Key Accounts: Apollo, CMC, Cancer Institute, Lion's Group, Jubilee Mission, MCC, Medcis, PathCare, Vijaya Diagnostics, AMPATH, Care, Apollo Hospitals etc.
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TANGIBLE IMPACT

- Holds the distinction of being promoted twice within a short span of 2 years due to outstanding performances in 2018 & 2019 at Roche Diagnostics Pvt. Ltd.
 - Acted as a change agent in transforming the territories with very low installation base and strong competitor voice and successfully establishing the company's footprint in Blood Banking segment across the assigned regions
 - Played a stellar role in increasing the market share of NAT product line by successfully regularizing Cobas s201 at prestigious institution – CMC Hospital, Vellore (Competitor account), the referral site PAN India
 - Championed the introduction of the first every entry product line of Roche to one of the pioneer institute's, Sree Chitra Tirunal Institute for Medical Sciences and Technology, Trivandrum
 - Instrumental in convincing customers for Roche PCR-NAT and kept the competitors at bay by continued efforts at MIOT Hospitals
 - Successfully achieved 100% market share in the parts of southern Tamil Nadu through serology product line
 - Extended support and services for existing customers during lockdown for smooth execution of their blood screening, resulting in increased C-Sat ratio and customer retention
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AREAS OF CRITICAL IMPACT

Business Strategy and Growth

- Identify new growth avenues across markets to strategize and beat market growth for all B2B requirements

- Implement revenue generating business strategies, based on defined AOP, establish business relations with clients, ensure higher market share; tap company's performance in the market, design marketing plans and ensure effective implementation of activities
- Work towards implementation of company's vision, values and strategy; ensure revenue generation and enhancement of market share

Business Development

- Driving key Strategic Initiatives while identifying and developing new business acquisition opportunities in order to deepen market penetration in the allocated areas and enhancing the client base
- Handle a wide range of business development functions ranging from Marketing, Brand Management, Marketing Communication, Strategic Partnerships / Alliances, PR, Market Research and Competitor Analysis
- Build business development pipeline by engaging with key partners / aggregators to have deep level engagement with identified customers and scale to reach and acquire more customers
- Make fact-based decisions regarding sales strategy, to develop the product as a brand while designing effective and cost-efficient implementation programs based on Customer, Competitive, Collaborator, Industry and Company Analysis

Sales and Marketing

- Effectively manage entire marketing and sales process for various distributors to streamline the procedure inclusive of analyzing market profile, background, status, competitors' activity, etc.
- Manage business growth in assigned territories and strategize to achieve business goals, increase profitability and growth. Involved in sales operations, develop marketing strategies, study the elements in a sales promotion plan and consider consumer preference
- Drive promotional campaigns to launch new products successfully and faster establishment

Distributor / Channel Management

- Identify potential distributors for achieving cost effectiveness and execution excellence; assess performance of the distributor based on their competitiveness, financial capabilities and productivity
- Seamlessly onboard and sync distributor records, keep track of performance and history over time, gaining insights on their performance management, risk assessments and resolving contract disputes
- Involved in various distributor engagement activities encompassing spend pattern analysis, contract analysis, technical and commercial negotiations, supplier consolidation etc.
- Accountable for introducing best in class distributor management initiatives as well as further innovative 'value-add' procurement initiatives. Develop, implement and manage contracts and service level agreements for the procurement of products

Client Servicing / Key Account Management

- Manage client relationships; possesses a natural flair for building relations, customer service and achieve optimum level of customer satisfaction. Resolve client queries and escalation in the most effective and efficient manner thereby increasing C-Sat ratio
- Establish healthy business relations with clients and external associates for securing repeat business and long-term customer loyalty and working towards solving their queries and complaints efficiently
- Ensure highest standard of customer satisfaction and quality service; developing new policies / procedures based on customer feedback

Biochemist \ Lab Operations

- Understanding of Hematology, Bio-chemistry, Micro-biology, Clinical Pathology, Lab Managements; adequate exposure to handling Semi Auto Analyzer, ELISA Reader, Electrolyte Analyzer, Hematology Analyzer, Semi Automated Coagulation Analyzer, Flame Photometer, ABG Analyzer and Cardiac Reader
- Involved in quality auditing preparation of audit files and SOP's for quality management system
- Accountable for evaluating and developing techniques in the laboratory for determining optimum conditions
- Deftly managing complete activities in line with the statutory requirements and as per preset guidelines
- Analyze, summarize and present results for all research projects, carry out regular reviewing of ongoing research for trends
- Plan and execute complete quality control functions and analytical quality assurance to comply with all regulatory requirements and complete stability program
- Monitor and analyze progress, workup, isolation and purification of reaction products and looked after the gamut of responsibilities pertaining to the set up of the reactions in the laboratory

Resource Optimization

- Recruit, train, guide, mentor, motivate and oversee daily activities for a multi-cultural team
- Develop, lead a multi-skilled team and enhance skill sets and create awareness of the latest developments
- Assist the manager on team members' performance and appraise team members on their excellence. Identify the bottom performers and suggest them to work on their areas of improvement