

SOUMYAJIT BANERJEE

Sales & Marketing Operations || Management Administration

A competent professional with proven record of achievement in conceiving & implementing ideas that have fueled market presence and driven revenue/profitability; targeting leadership assignments with an organization of repute

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Kolkata, India

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PROFILE SUMMARY

- ❖ **Business Leader** with dynamic skills for building business, offering **15.5 years** of rich experience in **spearheading business operations** and generating new business with innovative strategies
- ❖ Expertise in augmenting business, penetrating new markets for business excellence and introducing new products; skilled in establishing strategic alliances with key decision-makers in target organizations for revenue & business growth
- ❖ Impressive success in **engaging with clients** from diverse segments with proven excellence in providing solution-based approach, focused on resolving their needs, thereby creating a win-win situation for long-term client retention
- ❖ Excellence in driving **integrated operations management** along with workforce planning, skill management, training & development with key focus on accomplishing **top and bottom-line profitability**
- ❖ **Strong business insight** with skills in conceptualizing robust marketing & business plans for brand and business development in different segments through market research, competitive analysis, pricing, customer engagement and business planning
- ❖ Managed **end-to-end business development** right from product conceptualization, research, development, launch, promotion, sales support and monitoring portfolio for maximizing profitability
- ❖ Formulated and executed **go-to-market strategies** that leveraged tremendous opportunities in terms of growth in the business and generating a revenue of **INR 10 Crores for the entire Eastern Region of India** contributed 47% to the entire business of the company in API Holdings
- ❖ Successful career chronicle in **turning around business** and enhancing the value of operating business units through process improvements focused on sales & best practice identification and implementation
- ❖ **Turnaround specialist:** pioneered the setup & launch of clinic from scratch increasing the numbers of clinics from 5 to 250 across the Eastern India increasing sales by multi-folds and growing top-line & bottom-line
- ❖ Impeccable record of **leading high performance team of 370 individuals** towards accomplishment of common goals and **managing multiple stakeholders** across leadership & engagements



CORE COMPETENCIES



Sales & Marketing



Business Development & Operations



Market & Competitive Analysis



Revenue Growth/ P&L



Business Start-up/ Turnaround



Team Building & Leadership



Business Strategy Planning/ Execution



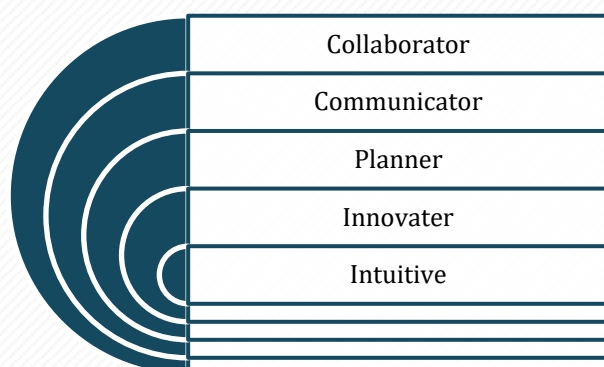
Brand Management/ Promotions



Client/Stakeholder Management



SOFT SKILLS



EDUCATION



2015: Master In Business Administration in International Business, Marketing & HR from Vidyasagar University



2014: PGDBM in Marketing & HR Management from Bengal Institute of Business Studies, Kolkata



2007: Bachelor in Hospital Management from Techno India West Bengal University of Technology



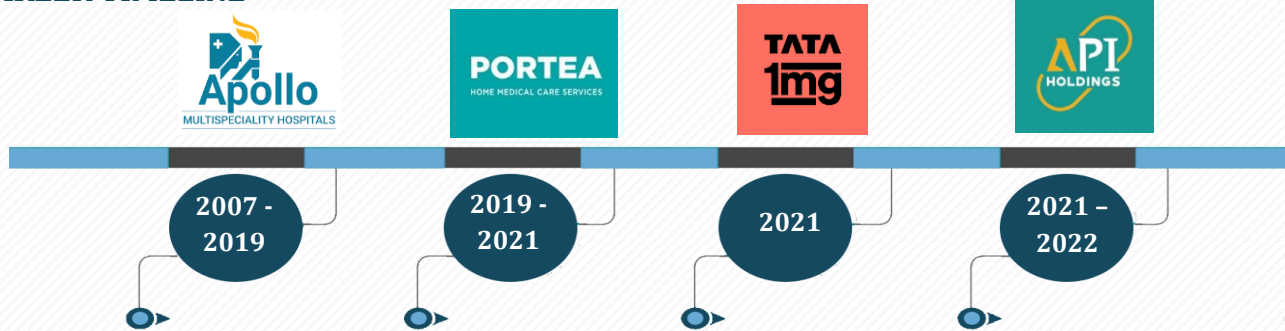
Diploma in Computer Applications



Diploma in Airport Management from Vinayaka Missions University And Avalon Aviation Academy



CAREER TIMELINE



WORK EXPERIENCE

Oct'21 – Dec'22: API Holdings (Thyrocare, Pharameasy & Docon), Kolkata, Bangalore & Mumbai as Operations Manager – City Head

Key Result Areas:

- ❖ **Sales Strategies & Techniques:** Provided value & delivered financial outcomes by conceptualizing AOP and implementing high-impact sales strategies & techniques; improved profitability and market positioning by corporate strategy and business objectives
- ❖ **Cross-functional Coordination:** fostering great connections internally, with the team, and with other group leaders, and understanding the demands of customers & external stakeholders to deliver an amazing customer experience
- ❖ **Market Knowledge:** Evaluated market conditions, identified current & prospective sales opportunities, as well as developed forecasts, financial objectives, and business plans for the company
- ❖ **Business Growth:** Facilitated business growth in terms of value, volume, and market share by introducing new marketing ideas & concepts; directed promotional activities as a part of brand building & market development effort
- ❖ **Client – centric approach:** Developed strong relationships with existing & new customers through established procedures that result in high levels of customer satisfaction by providing standard delivery & quality; acquired new clients by prospecting & generating leads
- ❖ **Team Management:** Spearheaded people management, performance management, and rewards & recognitions including development of plans for staff coaching, recruitment and hosting of constructive meetings
- ❖ **Doctor-Relationship Management:** Coordinated with the doctors to provide detailed demos of all the features and convince them to product purchasing; established & maintained relationships with the doctors for referral business; visited doctors and imparted product training to ensure comfort while using; developed the infrastructure for the doctor (Hardware + Software)

Feb'21- Sep'21: TATA 1 MG, Kolkata as Growth Manager – Eastern India

Highlights:

- ❖ Gained an understanding of Tata 1mg's product portfolio, strategic priorities, and competitive position to provide insights on gaps and potential opportunities
- ❖ Established a culture of excellence across functions and processes
- ❖ Headed a business for the city as a city head across multiple units at a strategic & operational level
- ❖ Collaborated with the key stakeholders in the city across the regulatory spectrum, investors, promoters, and competition
- ❖ Administered the end-to-end operational responsibilities of sales & distribution including sales, logistics, warehouse operations, and depot management
- ❖ Directed the technology implementation and conceived seamless information flow across the organization for reporting across all metrics to the company's board

Sep'19 – Jan'21: Portea (Healthvista), Kolkata as Business Engagement Officer

Highlights:

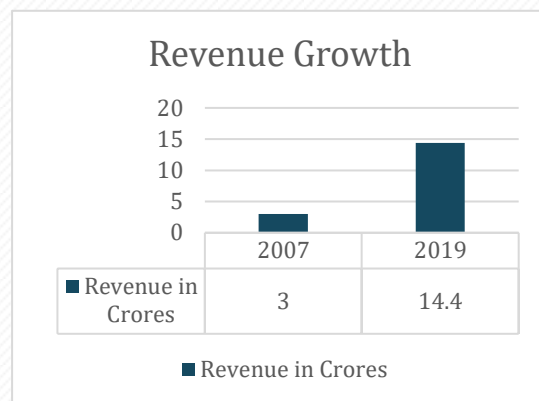
- ❖ Steered the selling of Portea Services at assigned hospitals through interactions with the patients & doctors
- ❖ Optimized the business account by endorsing new business ideas and initiatives
- ❖ Submitted the dashboards and reports on sales numbers regularly
- ❖ Worked at Kolkata HQ to manage entire Eastern India along with Uttar Pradesh
- ❖ Drove and steered the regional manager, area manager, and their respective team toward accomplishing the targets
- ❖ Established a prospective client database by conducting seminars, meets, and conferences on a zonal level for marketing the company's offerings
- ❖ Achieved the revenue forecasts through an effective relationship developed with Pharmaco Accounts

Growth Path:



Highlights:

- ❖ Interacted with prospects and maintained cordial business relationships with key clients, doctors, lab, and PCC
- ❖ Designed, developed, and executed the Patient Awareness Program
- ❖ Introduced a new test & technology and provided disease-wise test solutions to the doctors
- ❖ Coordinated with logistics, CGG, Lab, collection center, patients, and doctor
- ❖ Entrusted with the overall accountability of supervising the company's sales operations based at Kolkata HQ covering West Bengal
- ❖ Developed new leads to aggressively grow & retain the market share
- ❖ Established & strengthened the relationships with corporates to pitch Apollo Life OHCs to the market
- ❖ Conceptualized effective proposals for clients and innovate bundled "VAS" for clients'
- ❖ Formulated network and working relationships with Apollo Hospital, Pharmacy Clinics
- ❖ Steered efforts in driving Market Development Activities with the team to enhance the brand equity awareness of Apollo Homecare Services in the Healthcare Industry
- ❖ Obtained new franchise leads, converted them into franchise sales, managed the entire franchise sales process, and negotiated contracts for Franchise Disclosure
- ❖ Conceived strategy for franchise base enhancement & franchise development plans within the overall growth strategy
- ❖ Strategized and designed group-level transformation initiatives with support from other functions/units/ consultants
- ❖ Partnered with IT for dashboards and embedding of IT system/ digital enablement for monitoring and sustenance



 PERSONAL DETAILS

Date of Birth: 14th December 1984

Languages Known: English, Hindi, and Bengali

Address: Ashalata Apartment, EB 5, Baguihati Road, Deshbandhunagar, Kolkata - 700059