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Top Skills

Sales & Marketing
Contract Negotiation
Business-to-Business (B2B)

Languages

Gujarati (Native or Bilingual)
Hindi
English fluency

Certifications

Soft Skills for Sales Professionals
(2018)
Social Media Marketing with
Facebook and Twitter

Honors-Awards

INDIAN INDUSTRIAL EXCELLENCE
AWARD - Y2012-13 -14 (In-Vitro
Diagnostics)
Behringwerke AG -Behring Institute
in India :Top Performer of the Year
1984-85
ABBOTT DIAGNOSTICS DIVISION -
A Certificate of 100% Membership of
President Club,Abbott USA

P.C. MISTRY.

G.M./V.P.-MD:IVD Sales & Marketing
Operation,Manufacturing,EXIM,Launch Start-Up Make-In India Co.
(Avalible to Join ASAP)
Ahmedabad, Gujarat, India

Summary

International Exposure : 1. ABBOTT DIAGNOSTICS DIV. : WW
Marketing Team (Rapid Diagnostics) Asia-Pacific 2.Landwind
Medical - IVD : International Sales Dept.
3.B & E Diagnostics Inc,USA/HK/CHINA/ India.
Past Employers : Career Path : Diagnostics Representative to
General Manager /Director during Tenure from Y1982 to Y2019:
Pl.refer Linked-In Profiles.

List of IVD PRODUCTS: SALES , MARKETING & PRODUCT
MANAGEMENT. PAN INDIA NATIONAL TERRITORY: Y1982-
Y2022 (Dedicated 4-Decades)

##Dry Chemistry Analysers (DT60 &VITROS 250/350)-OCD(JNJ)
##Enhanced Chemiluminescence Immunoassay EC-I Analyser &
BioVue / Autovue Blood Banking Automation with Consumables &
Reagents(OCD-JNJ)
##PANBIO, INC Products
##HCV / HIV /HBsAg - ELISA & Rapid (GENEDIA/ABBOTT/MUREX/
BEHRING)
##Greiners Clinical Chemistry(CHPL/MERCK/DIALAB/ACCUREX)
##Abbott Hematology Systems- CELLDYN SERIES(/CD1200/
CD1700/3500/3700)
##RIA/EIA –Endocrinology & Infectious Disease manufactured by
DSL, USA
##Diasorin, USA / Italy – RIA /IFA, Radim / SEAC, Italy–RIA /EIA /
Instruments, DIALAB, Austria
##Launched new ABBOTT Determine Gr (HIV 1/2, Hepatitis B,
Syphilis & evaluated Malaria PF/PV) & Poct Medisense BGM Units
& Strips in India & Monitored Sales Plus co- Marketing activities With
Eli-Lili Ranbaxy.
##ABBOTT Celldyn Series of Hematology Analysers, Immunoassay
Analysers – IMX + TDXFLX + AXSYM, ABBOTT Spectrum Clinical

Chemistry & Bead EIA Systems & Reagents, Abbott Architect System.

##Y1994 (NACO Supply-HIV Spot & W. Blot) FM GENELABS, Diagnostics.

##Y1992-94: MERCK BIO-CHEMISTRY & MERCK INSTRUMENTS-MICROLAB 100/200, SELECTRA/NOVA CELL COUNTER & ALL BEHRING PRODUCTS AS follows.

##Y1982-91 : BEHRING ENZYGNOST VIROLOGY ELISA RANGE, RID PARTIGEN PLATES,

##BEHRING Raptex RF/CRP/ASO, Cellognost HBsAg

##BEHRING INSTRUMENTS: FIBRINTIMER, ELISA PROCESSOR, TURBITIME SYSTEM.

##B & E DIAGNOSTICS INC BRANDS –HEMAX SERIES OF HEMATOLOGY ANALYSERS & CBS SERIES OF ELECTROLYTES ANALYSERS .

##Landwind Medical –LWD 6500 Hematology Analysers,LWC Series of Auto Chemistry Analysers , Electrolytes Analysers , Semi-Auto Chemistry Analysers ,ELISA Reader & Washer.

##URIT HEMATOLOGY ANALYSERS (OEM 3Diff & 5Diff),ENLITE Electrolytes , Semi-Auto Chemistry Analysers & Accurex Chemistry Reagents.

##RT- PCR COVID Diagnostics, Probes Diagnostics & Instrumentations in Molecular Diagnostics. (Besic).

Experience

Nucleus Diagnosys LLP

National Sales Marketing Manager

August 2022 - April 2023 (9 months)

India

Employer : Nucleus Diagnosys LLP (<http://www.nucleusdiagnosys.com/>) is an IVD Reagents Manufacturing company based at Ahmedabad, Gujarat-India (ISO 13485-2016 ; ISO 9001-2015; cGMP; CE-Reagents)

Job Profiles : National Sales & Marketing Manager (Western Zone & Pan India)

1.Sales & Marketing Promotion with Application of nucleus biochemistry branded reagents .

2.Distribution Channels : B2B -Distributors /Dealers Networks at PAN India Territory

- 3.Sales & Marketing Promotion of Nucleus Diagnosys LLP Indigenous manufactured products to B2B Clients & B2C End Users includes Pvt.Trade Markets -Pathology Laboratories ,Chain of Corporate Path Labs, Chain of Corporate Hospitals labs–Government: Central & State Hospitals, Municipal Corporations.
- 4.Sales & Product Management of Clinical Biochemistry Reagents, ImmunoTurbidimetry Reagents , Rapid Diagnostics, Urine Strips ,Blood Collection Tubes.
- 5.Marketing Promotion Campaigns through B2B Expo(MFI,Medical) , B2C Conferences.(APCON/ACBI).
- 6.Sales & Marketing Promotion of Nucleus Diagnosys LLP Branded Instruments :
 nuvision NV-200 -Fully Automated Random Access Biochemistry Analyser
 nucleus NV-50 - Biochemistry Analyser(Semi-Automated with Dry Bath)
 nuvision microSED -20 : Automated ESR Analyser.
 nuvision Semi-Auto Urine Chemistry Analyser
 Laboratory Centrifuges (Refrigerated & Non-Refrigerated).
7. Sales & Promotion of Allergy Products .
- 8.Human Resource & Team Managment.
- 9.Digital & Social Media Marketing.

DIATEK HEALTHCARE PRIVATE LIMITED

Regional Business Manager-Medical Devices: In Vitro Diagnostic
 August 2021 - December 2021 (5 months)

Mumbai, Maharashtra, India

EMPLOYER: DIATEK HEALTHCARE PVT.LTD.

(WWW.DIATEK.IN),KOLKATA (WEST BENGAL),INDIA.

(1) Establish Mumbai Branch Operations with Recruitment of Team Members for Sales, application & After Sales Services of assign territory with Distribution Channels.

(2) Sales & Marketing Promotion of Diatek Products to B2B Clients & B2C End Users -Pvt.Trade Markets & Institutional Market dedicated to Pvt. & Corporate Pathology Laboratories ,Chain of Labs, Chain of Hospitals – Corporate & Central, State Government & Municipal Corporations.

(3)Sales & Product Management of Clinical Biochemistry Brand : Greiners GMBH Germany with System Packs & Also manufactured in India . All Diatek Reagents are supplied in Open Systems as well as Closed System dedicated to Fully Auto Chemistry Analyzers Series LWC400 , DIACHEM 240 PLUS

(With or W/O Laundry), Dia-Chem 150 & Semi-Auto Models –Diachem SA Plus & RT-9200.

(4) Sales & Product Portfolio of Nephelometry & ImmunoTurbidimetric range of Products with Serum Protein Analyser PA-50 (Single Channel) & PA-54(4-Channels.)

(5) Sales & Product Management of INBIOS INTERNATIONAL, USA includes DENGUE NS1,IGG,IGM, JE IGM, SCRUB TYPHUS IGM RAPID & CAPTURE IgG & IgM ELISA ,

(6) Sales & Product Management of FULLY AUTO 5-DIFF & 3-DIFF FULLY AUTO HEMATOLOGY ANALYSERS with Reagents supply from RAYTO.

(7) Sales & Business Development of Biolatex ,Spain & Serology Slides Kits.

(8) Sales & Marketing of InBios, USA COVID19 Products duly certified by FDA,USA includes : InBios rRT- PCR SARS –CoV-2 ; InBios SCoV-2 Detect IgG ELISA, InBios SCoV-2 Detect IgM ELISA

(9)SNIBE INTERNATIONAL MAGLUMI 600,800 & 2000 Chemiluminescence CLIA IMMUNOASSAY ANALYSERS DULY CERTIFIED USA FDA APPROVED Products with Dedicated Immunoassay Reagents.

(10)Sales of ISE Base Electrolyte Analyzers : Models Dia-Lyte & LWE60C with Reagents Packs & (11) Sales Coagulation Analyzers(Optical) with Single Channel & LCD display open Format

B & E Diagnostics India Private Ltd.

General Manager & Director : IVD Business Operations (Pan India).H.QAhmedabad.

September 2016 - January 2020 (3 years 5 months)

Ahmedabad Area, India

Most Recent Job Profile of B & E Diagnostics India Pvt.Ltd.:

(1) Establishment of Infrastructure as required by India FDA –CDSCO Protocols for manufacturing of reagents, Warehouse/Logistics /Import-Export /all Regulatory approvals of Gujarat /Maharashtra State & Delhi Central Government.

(2) Director (Authorised) : B & E Diagnostics India Pvt.Ltd.with issue of Annual Audit Reports from Y2015-16-17-18-19.(Four Years).

(3) Excellence in Annual Audit ,Finance, P & L Operations of India Company.

(4)Role of Factory Management-Achieved Excellence in IVD Reagents Manufacturing in India with State FDA (CDSCO) Registered “ Technical Manufacturing Person” since Y2016 Till Date. Promoted GOIndia “Make – In India ” & Established MANUFACTURING SET UP OF HEMATOLOGY REAGENTS with all STATE FDA Regulatory approval from State & Central Government.(CDSCO.)

(5)Establishment of Sales & Services –B2B /B2C Distribution Channel at PAN India Level at PAN India Level.This includes Central , Western , South , North & Eastern Zone as well as Export to Nepal.

(6) Human Resources Management of India Company Staff –Sales, Services , Manufacturing, applications.

(7) Quality(Q.C.) Management of IVD –Instruments & Reagents under State FDA (CDSCO) based on C-FDA,CE,ISO Certifications issued by B & E Biotechnology Co.Ltd.

(8) Successfully procured Twice Form-10(MD-15) Import License from CDSCO ,Delhi & Handled Export-Import Of Instruments & Reagents in India .

(9).Marketing Promotion Campaigns through B2B Expo(MFI,Medical) , B2C Conferences.(APCON/ACBI).

(10) Overseas Business : Import & Export of IVD Instruments & Reagents based on CDSCO Form-10 & MD-15 Import Licence Procurement & Implementation. Also FOREX Payments of Imports & exports are monitored.

11.Marketing Promotion through Nation wide Participation with Medical Fare India(MFI), Medical ,APCON, & Statelevel End Users Exhibitions.

B&E Scientific Inc.

National Sales & Marketing Manager-H.Q.Ahmedabad (PAN INDIA)

April 2015 - March 2016 (1 year)

Ahmadabad, Gujarat, India

- Σ.Establishing B & E Brand & PAN India Distribution – Sales & Services Network.
- Σ.Participating in IVD Conferences at National & Regional level.
- Σ.Organising Technical after Sales Service training programmed.(B2B & B2C)
- Σ.Logistics Handling of B & E B2B Distributors orders booking, follow-up of payments & CO-Ordination to Co. H.Q. for arranging Shipment by Air or Sea from Warehouse to Warehouse basis.
- Σ.Organised Clients visits to B & E H.Q. for new products introduction.
- Σ. Managing B2B teamwork as & when co.H.Q. Sales , Services & Management persons visits Indian territory.
- Σ.Possess Strong IVD Market Knowledge of all brands competing B & E products
- Σ Marketing Promotion through B2B Expo. Participations & Created Brand Awareness.

**Shenzhen Landwind Industry Co.,Ltd ,518108 ShenZhen,China
NATIONAL SALES MANAGER--IVD (INDIA) , INTERNATIONAL
SALES DEPT.**

September 2013 - October 2014 (1 year 2 months)

518108 ShenZhen,China : H.Q. INDIA(AHMEDABAD)

- 1.Establishing Distribution – Sales & Services Network for Landwind & OEM Brand.
- 2.Participating in IVD Conferences at National & International level.
- 3.Organising Technical after Sales Service training programmes.
- 4.Handling of Landwind Distributors orders booking, follow-up of payments & supports H.Q. during arranging Shipment by Air or Sea till cargo delivered at Distributors warehouse.
- 5.Visited Landwind H.Q. as & when called for in-house training programmes.
- 6.Organised Clients visits to LW H.Q. for new products introduction.
7. Encouraging teamwork as & when LW H.Q. Sales , Sservices & Management persons visits Indian territory.
- 8.Possess good IVD market Knowledge of all brands competing LW products

MICROLAB INSTRUMENTS

National Sales &Marketing Manager

March 2012 - August 2013 (1 year 6 months)

Ahmedabad

MICROLAB INSTRUMENTS : As manufacturer of Semi-Auto Chemistry Analysers in India represented products at National Level:

- 1.Distribution – Sales & Services Network for Microlab brands & OEM.
- 2.Participating in IVD Conferences at National & regional level.
- 3.Organising demonstration & technical after Sales Service training programmes at factory.
- 4.Handling of Distributors orders booking, follow-up of payments & supports H.O. during arranging Shipment by Air or Road till cargo delivered at Distributors warehouse.
- 5.Organised Clients visits to Microlab H.Q.& FACTORY for new products introduction.
7. Encouraging teamwork with Sales & Services team under Management persons visits at India territory.
- 8.Possess V.good IVD market Knowledge of all brands competing Microlab Products.
- 9.Possess sound knowledge of Government Tenders participation at State & Central Govt.Level

ACCUREX BIOMEDICAL PVT.LTD.

Regional Sales Manager - H.Q.Ahmedabad(Diagnostics Reagents & Instruments)

September 2009 - December 2011 (2 years 4 months)

AHMEDABAD

RSM-H.Q.AHMEDABAD(GUJARAT)

Sales & Marketing of Reagents & Instruments

Distribution Channels-C&F/Distributors

ManPower Managment

Ortho Clinical Diagnostics (Through Chhanel Partner)

Executive - Sales & Marketing (IVD-West)

August 2008 - August 2009 (1 year 1 month)

EXECUTIVE-SALES & MARKETING(DIAGNOSTICS)

Products : Dry Chemistry Analysers

(DT60 &VITROS 250/350)-OCD(JNJ)

Enhanced Chemiluminescence Immunoassay EC-I

BioVue / Autovue Blood Banking Automation with

Consummables & Reagents(OCD-JNJ)

CHPL & KRUZE PATHLINE(EX- ZYDUS PATHLINE) -

Zonal Controller (West) - SALES

August 2006 - May 2008 (1 year 10 months)

PRODUCTS : Under CHPL.

PANBIO, INC Products (CHPL)
Greiners Clinical chemistry(CHPL)

UNDER KRUZE PATHLINE(EX-ZYDUS)
GENEDIA HCV / HIV /HBsAg - ELISA & Rapid (GENEDIA- GREEN CROSS
LIFE SCIENCES : KRUZE PATHLINE)

DSL INDIA PVT.LTD., Sub.of DSL ,INC (Now Beckman Coulter Co.)
Manager-Sales & Marketing(Gujarat & North Zone) India
June 2005 - May 2006 (1 year)
AHMEDABAD-GUJARAT

Products :
RIA/EIA – Speciality Endocrinology & Infectious Disease Products
manufactured by DSL, USA.

Now DSL ,USA is Beckman Coulter Co.

EZRA BROTHERS-HOUSE OF DIAGNOSTICS(RADIM/SEAC/
DIALAB/DIASORIN)
BUSINESS MANAGER- WEST
ZONE(MUMBAI,MAHARSHATRA,GUJARAT,M.P.,GOA)
May 2003 - June 2005 (2 years 2 months)
MUMBAI(BOMBAY)

PRODUCTS OF PARENT COS:
Diasorin, USA / Italy – RIA /IFA,
Radim / SEAC, Italy–RIA /EIA / Instruments,
DIALAB, Austria
INSTRUMENTS : SLIM(SEAC) - 100 Units/Year.
Team : 11 Sales, Service & Product Managment.

ABBOTT DIAGNOSTICS DIV.SINGAPORE (DP MEDICAL
DIAGNOSTICS PVT.LTD.) BOMBAY
PRODUCT MANAGER, INDIA(Rapid Products & POCT) PLUS ASM -
Central Zone
December 1994 - December 2002 (8 years 1 month)
AHMEDABAD-GUJARAT-INDIA

PRODUCTS :
Abbott Hematology Systems- CELL DYN SERIES/(CD1200/
CD1700/3500/3700

ABBOTT Determine Gr (HIV 1/2, Hepatitis B, Syphilis & evaluated Malaria PF/PV) & Poct Medisense BGM Units & Strips in India & Monitored Sales

ABBOTT Immunoassay Analysers – IMX + TDXFLX + AXSYM, ARCHITECT

ABBOTT Spectrum Clinical Chemistry & EIA Systems & Reagents.

WIN MEDICARE LTD.- MODI BIOTEK
DISTRICT SALES MANAGER- GUJARAT & MUMBAI/PUNE.
January 1994 - November 1994 (11 months)
AHMEDABAD/MUMBAI

Foreign Associate Company: Gene Labs Diagnostics, SINGAPORE
HIV-SPOT & WESTERN BLOT ASSAY
Through NACO Distribution & Training of Products.

E.MERCK INDIA LTD.- BEHRINGWERKE A.G.+MERCK A.G.
DIAGNOSTIC SPECIALIST
December 1991 - January 1994 (2 years 2 months)
MERCK BIO-CHEMISTRY & MERCK INSTRUMENTS-MICROLAB 100/200,
SELECTRA/NOVA CELL COUNTER &

BEHRING PRODUCTS AS follows.
BEHRING ENZYGNOST VIROLOGY ELISA RANGE, RID PARTIGEN
PLATES,
EHRING Rapitex RF/CRP/ASO, Cellognost HBsAg
BEHRING INSTRUMENTS: FIBRINTIMER, ELISA PROCESSOR,
TURBITIME SYSTEM.

HOECHST INDIA LTD.(Now Sanofi Gr.Co.) , BEHRINGWERKE
A.G. DIAGNOSTICS DIV.
EXECUTIVE, SALES(DIAGNOSTICS)
February 1982 - November 1991 (9 years 10 months)
BRANCH : AHMEDABAD(GUJARAT+RAJASTHAN)

BEHRINGWERKE A.G.GERMANY
PRODUCTS :.
BEHRING ENZYGNOST VIROLOGY ELISA RANGE, RID PARTIGEN
PLATES - Plasma Proteins.
BEHRING Rapitex RF/CRP/ASO, Cellognost HBsAg
BEHRING INSTRUMENTS: FIBRINTIMER, ELISA PROCESSOR,
TURBITIME SYSTEM.

Education

University of Mumbai

B.SC.MICROBIOLOGY (Hon"s) , Microbiology and
Immunology · (1976 - 1978)

Veer Narmad South Gujarat University, Surat

Masters Degree (Two Years -Full Time), Public Administration · (June
1980 - March 1981)