

Haridas Raman

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Profile

- Experienced professional with expertise in lead generation and brand building in healthcare channel sales & OEM verticals.
- Developed and expanded retail sales network across territories with more than fifty successful new product launches.
- Initiated and managed digital, ATL & BTL marketing activities to generate over INR 10 million in revenue additions.
- Launched major MNCs and startups in key Indian markets and helped build marketing teams with 100% success rate.
- Managed and executed major projects generating revenues of over INR 5 million in private, government institutions.

Employment History

Sales Manager

PSK Pharma Private Ltd
From February 2023, Bengaluru, India

Job Profile

- Achieving 100% sales deliverables for the territory as proposed.
- New Account development and management of existing business accounts.
- Maintain 100% Operational profitability by effective implementation of strategic decisions.
- Responding to RFP & RFQ from Major Government Institutions and Autonomous Departments

Marketing Sales Manager

Lakshmi Life Sciences Private Ltd
February 2014 – January 2023, Bengaluru, India

Key Result Areas

- Increased revenue by 100% over the previous years by consistent sales promotion and strategic brand management.
- New product introduction in government and major private institutions with revenue generation of over INR 10 million.
- Identified and recommended seventy-five new products along with a team for development to add revenue growth.
- Established International business with key focus on Middle East, Africa & SE Asia markets.

Area Business Manager

Romsons Scientific and Surgical Industries Ltd
April 2011 - January 2014, Bengaluru, India

Key Result Areas

- Achieved sales turnover of one hundred million in the designated territory.
- Established an extensive distribution channel network of one hundred sub dealers across areas.
- Introduced new products as a major revenue contributor with 100% success rates.

Previous Appointments

Regional Sales Executive

Teleflex Incorporated, January 2008 – March 2011

Business Development Manager

Shantha Biotechnics Ltd, February 1999- December 2007

Area Manager

Becton Dickinson India Ltd, March 1998 - January 1999

Education

- Master of Business Administration (MBA) - Marketing, Advertising and Public Relations
Bharathiar University, Coimbatore, India
- Post Graduate Diploma in International Business Operations
IGNOU, New Delhi. India

Certifications

- Diploma in Digital Marketing from Shaw Academy.
- Certificate in Basic TQM from Tata Steel.
- Lean Six Sigma Green Belt from Simplilearn.
- Business Analytics with Excel from Simplilearn.
- Data Science with Python from Simplilearn.

Competencies and Skills

- Lead Generation
- Strategy development
- Upselling & Cross Selling
- Budget Planning
- Market Insights
- Market Communication
- Client Outreach
- Content Creation
- Project Presentation
- Team management

Trainings Attended

- SPIN from NIS Sparta.
- Leadership Management from Cosmode Consultants.
- Sales Strategies from Mercuri International.

Languages Known

- English
- Hindi
- Kannada
- Tamil
- Malayalam

