

## HARJEET S NARANG

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### BUSINESS MANAGEMENT

Over 2 decades of result driven professional with a solid, verifiable career with extensive background in Pharmaceuticals & Healthcare. Proven ability to direct and grow profitable regions & territories. Adept at establishing & re-organizing operations ,directing start-up activities with successful experience in driving market share, brand recognition & known for achieving revenue, profit gains & with consistent record of reducing employee turnover within highly competitive regional market. Recipient of multiple performance awards & Available for relocation

### PROFESSIONAL STRENGTHS & ABILITIES :

Sales Best Practices  
Channel Sales Strategies  
Competitive Analysis  
Brand Management

Strategic & Tactical planning  
Contract Negotiations  
New Business Development  
Performance Management

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### PROFESSIONAL EXPERIENCE & ACHIEVEMENTS

*Shulkon Healthcare*

*Jan' 2021 – Present*

*Core Business: Pharma -Dermatology , Critical Care & Skin Care*

- ✓ Responsible for Newer Technology introduction & GTM ( go to market Strategy )
- ✓ Finalization of Manufacturing Vendors & product line with in 4 months
- ✓ Product Introduction & Voc started from 6 month onward .
- ✓ Team size of 6 people .
- ✓ Coverage of top 10 Corporate & Govt. Accounts JK & West.
- ✓ Market Research & Competitor Reach.
- ✓ Business Planning & Implementation.

*Adison Equipment*

*Jan' 2016 – Jan'2021*

*Core Business: Capital Equipment – DDC UK, Bio Medical waste Equipment, Critical Care ,*

- ✓ Responsible for West & Central India for DDC business
- ✓ Team size of 10 people & Distributor team.

- ✓ Handled business volume of 10 Cr annually with YoY growth of 28%
- ✓ Additional Responsibility of Consumable business & dotted reporting for Viggo Business
- ✓ Corporate account conversion viz KokilaBen Ambani Hospital, Reliance , Saifee, AIIMS Raipur ., Hinduja Mahim
- ✓ Additional responsibility of Telanaga( Hyderabad ) & J-K from 2020
- ✓ Responsible for Clinical training ,Train the trainer program spear heading for 20-21
- ✓ Participated in Major Infection control Event further strengthening strong foot hold of Adison in Govt. & Institutional business.

*Saint Medical Devices*

*Nov' 2012 - June'16*

*Position Held: Sales Manager-West & North*

*Core Business: Medical Devices & Infection Control products*

- ✓ Responsible for launch of Saint Medical business for India.
- ✓ Finalization of the Product line with timelines of 45days .
- ✓ Initiated the VoC – voice of customer ( Critical Care Specialist / Intensivist / Anesthesiologist ,Urologist etc) in West /North & South - Tier I & II cities .
- ✓ Based on VoC drawn blue print for Business Nos. , Activities ,Clinical Initiatives, Marketing activity & Field force Hiring.
- ✓ Interaction , discussion & presentation initial business planning for 2years with Sr. Management.
- ✓ Tied up with 3 plants for manufacturing of the products
- ✓ Commercially launched NPL in June'14.
- ✓ Won 2 govt. tenders with in a span of 4 months – Local Purchases
- ✓ Breakthrough in leading hospital Bombay Hospital, Saifee & MGM etc.
- ✓ Turn around management from consumable to high value capital equipment's
- ✓ Profit & MS pie enhancement
- ✓ Clinical Selling & promotions
- ✓ Brand Image Building
- ✓ Business volume growth YoY id 25% .
- ✓ NPP ( new Product Performance ) contribution is 35%
- ✓ 44% Increased MS from competition .
- ✓ Breakthroughs Fortis ,Maxx , Hinduja, Manipal. ,Bombay Hospital ,Saifee Hospital , Armed Forces.

*AGM – Bactigaard Casil JV*

*May '12- Nov'12*

*Core Business: Medical Devices & Consumable equipments*

- ✓ Spearheaded the gamut of Responsibilities along with promoters viz
  - (a) Headed end to end project management for getting a Strategic alliance / JV with an MNC ( Ex. Legal & Finance)
  - (b) Business Planning for PAN India Sales , conceptualizing Promotions and Marketing Initiatives & Distribution strategies & ties
  - (c) Planned & made blueprint for Innovative GTM ( Go To Market) Strategy to compete with leading MNC's
  - (d) Involved in setting up all the requirements for a start-up viz Vendor / Manufactures selections, Product lines finalization, Manpower Hiring, Policy & Sop formations with other department & department heads.

*BRANCH MANAGER – West*

*Mar' 2009 – Oct'11*

*Becton Dickinson .Mumbai*

*Core Business:Medical Devices*

FY'11-12

- ✓ \$3.0 M annual business with 102% YTD performance with YoY Growth of 27% & 200 % Growth on New launches.
- ✓ Successfully engaged top tier HC facilities in region through clinical initiatives Eg Hinduja Hospital ,Jaslok ,Ruby Hall etc.
- ✓ 3 Team members in front runner for APAC recognition.
- ✓ 2 Team member got promoted to next levels
- ✓ Geographical expansion & new territories opened up in FY'11 with team size reaching to 14 direct reportees & 4 indirect reportees .
- ✓ No turnover of employee for FY'11.
- ✓ On board for a prestigious limited launch in India .
- ✓ FY'11 – Initiative on B2B & Direct Account for increasing & growing sustainable business( eg MC tenders , Path Labs & Clinical Research Groups) .
- ✓ 2 Team mates promote in current FY as Sr. ASM & ASM.

FY'10-11

- ✓ Team leader to team of 7 ASM's & SE's

- ✓ Successfully accomplished & continued Key Clinical Activities & Initiative in FY'10 gaining Market Share to 16%
- ✓ Extended Support Function to Distribution, Commercial & Clinical Team- FY'10 for Trade Business Vertical.
- ✓ FY'10 received award for Best branch in ITS- Business
- ✓ 105% YTD ach with 13% growth key contributor to national -New product Performance Sales & New Business plans for region – Mumbai ,Goa & ROM .
- ✓ Nominated for Accelerated Leadership Program FY'10( continued)
- ✓ 1 team Members Promoted as Branch manager from Sr ASM role

*AREA SALES MANAGER--West  
BAXTER INDIA (P) LTD. Mumbai,*

*Jan' 2006 – Feb'09*

*Position Held: Sales Manager-West / ASM – MP & CG*

*Core Business: HC- RTU Antibiotics / Medical Consumables / Anesthesia*

Aggressively recruited & joined TEAM : Therapeutics at the point of conception in MUMBAI ,Challenged to jump start flailing efforts & building all new sales team & sales distribution channels across Maharashtra to penetrate into corporate hospitals & major institutions. Worked closely with teams to launch business for growth & development to achieve its current market position as a innovator & provider of high end anti-infective in operational domain.

Notable Accomplishments:

2008

- Sole Contributor to bottom line profitability(NRV) highest in India in 2008
- Registered Y2Y business growth of 69% on secondaries & 82% primaries in 2008 .
- Rated as most stable team manager 2008 .

2007

- Attended BAXTER STAR AWARD NIGHTS Excellence in sales for 2007 in Feb'08 & Sept'08
- New launch business sales touched \$ 223 k in a span of 9 months.
- Highest Profit realization in west across India.
- Zero credit day- policy brought into action.
- Spearheaded entry into major hospital BOMBAY HOSPITAL,SAIFEE,BHATIA,WOCKHARDT to name some.
- Successfully pioneered NTP & PMS to be part of product promotion & was adopted nationwide.
- CRM strategy to propel business to new heights & augmentation of KOL's.

*ASM: CENTRAL INDIA(MP & CG) –INDORE*

*Jan'06- Dec'2006*

*Core Business: HC-FMCG & Anesthesia Range*

- Business volume \$ 375k annual handled with growth of 50% yty.
- Closed major deals with APOLLO,NTPC,ESCORT ,NMDC-Raipur & achieved 150% sales for year 2006.

- Improved customer retention & regained lost account like APOLLO,BHILAI STEEL PLANT.
- Direct supply model brought into place for increased price realization, decreasing operating cost , market share & entering into new accounts.
- Developed, managed & grew high performance sales team with 1 promotion as an ASM for central India.

*AREA SALES MANAGER : NAGPUR  
GLENMARK PHARMACEUTICALS LTD.*

*July'04-Dec'05*

*Core Business : Pharmaceuticals CVD Range*

- 4 product climbed up in ORG rating in tenure of 1 yr.
- Handled a team of 4 FSO,1 CFA & 8 a/w's.
- 1<sup>st</sup> time in history of Glenmark product were chosen for LP- MOIL ,CGHS ,Central Railways.
- Promoted 1FSO(executive) to DSM in tenure of 9 months in 2004 in NAGPUR.
- Delivered sales of 104% in fin. Year2005.
- YTY growth was 15% in 2005.

*TERRITORY BUSINESS MANAGER*

*Oct'99 –June'04*

*ASTRAZENECA PHARMA INDIA LTD.*

*Position Held: Medical Rep , Territory Business Manager*

*Core Business: Maternal Healthcare High end Products/ Oncology*

- Elevated as a TERRITORY BUSINESS MANAGER- SPECIALITIES in Jan'03 at Jabalpur.
  - Handled Mahakaushal & Chattisgarh from 1st Jan'03-july'04.
  - Handled Infertility products high volume building brands
- Above 100% performance throughout my tenure & Received the acknowledgment for meritorious service in 2004 for ZOLADEX INJ. SALES all India ranked 7<sup>th</sup>.
- Joined as a Trainee sales Representative, Jabalpur HQ in Sept'00 & confirmed as Professional sales Representative covering Jabalpur, Narsingpur, Kareli, Gadarwara, Singrauli, Sagar & Satna in Aug '01.
- Worked in different teams- CV,MHC,RITA in MP & MAHARASTRA (NAGPUR) covering Bhandara, Gondia & Amravati .

**MEMBERSHIP**

✚ Applied for BACCN 2015-17

## **EDUCATION**

✚ MASTER OF BUSINESS ADMINISTRATION ( in completion)

✚ BACHELOR OF COMMERCE \* 1999  
RDVV, JABALPUR, MP

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## **PROFESSIONAL DEVELOPMENT**

✚ ACCELERATED LEADERSHIP PROGRAM – BD India

✚ LEADERSHIP FOCUS : BD INDIA

✚ FCPA trained

✚ SALES LEADERSHIP :BAXTER INDIA

✚ TIME & COST ANALYSIS :PROJECTION MANAGEMENT-  
ASTRAZENECA PIL

✚ FORUM

✚ FOCUS

✚ Attended HealthCare @2020 Dec'2009.

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