



PROFILE

Results-driven and highly accomplished corporate sales and marketing professional with over 24 plus years of experience in delivering outstanding revenue growth and strategic business development. Proven track record of driving business expansion, fostering high-performing teams, and consistently exceeding targets in competitive markets. Seeking a senior management role to leverage expertise in driving organizational success through innovative sales and marketing strategies.

MANISH RANJAN

PROFESSIONAL EXPERIENCE

Uromed India - Manish Medi Innovation Pvt Ltd, Bengaluru

Manish Medi Innovation is a leading manufacturer of surgical consumables, specializing in products for Urology, Nephrology, Gynaecology, Intervention Radiology, and Gastroenterology. Their products are designed to meet the highest quality standards and offer innovative solutions for healthcare professionals. With a focus on patient safety and satisfaction, Manish Medi Innovation has established a strong reputation in the medical device industry.

Designation – Regional Sales Manager

Period – October 2023 - Till Present, Bangalore

WORK PROFILE

As a Regional Sales Manager actively involved in focusing on promoting their surgical consumable products to prominent corporate hospitals such as Fortis, Apollo, Aster, and St. John's. As a regional sales manager, their responsibilities include building strong relationships with these institutions, understanding their specific needs, and effectively presenting the company's products. To expand their market reach, they are also actively seeking partnerships with distributors in various regions, enabling broader distribution and increased accessibility to their surgical consumables. to their target audience, maximizing the impact and success of their advertising efforts. Successfully able to crack few tender businesses from government hospital and corporate hospital.

Key skills and expertise -
Corporate Sales & Marketing
Leadership
Business Development & Strategic
Planning
Key Account Management
Market Analysis & Competitor
Research
Team Building & Leadership
Sales Process Optimization
Revenue Growth & Profit
Maximization
Client Relationship Management

EDUCATIONAL QUALIFICATION

- PGDBA (Specialization in Marketing) from Symbiosis Distance Learning, Pune (2003 – 2005)
- P.G. (MIS) Management Information System from St. Joseph's College of Business Administration, Bangalore (2000 – 2002)
- B.A.(HEP) Bachelor of Arts from St. Joseph's College, Bangalore (1997 – 2000)

PROFESSIONAL EXPERIENCE

ashokcomm, Bengaluru

ashokcomm is a strategic partner for impactful advertising solutions. We specialize in crafting creative campaigns that drive results and elevate brands. Our team of experts excels in brand strategy, digital marketing, and media planning. We deliver exceptional ROI for our diverse clientele by tailoring our solutions to their unique needs. Whether you are looking to increase brand awareness, drive sales, or enhance customer engagement, Ashokcomm is your trusted partner for effective advertising.

Designation - Brand Consultant & Media Strategist

Period - June 2019 – September 2023, Bangalore

WORK PROFILE

As the Client Acquisition at ashokcomm in identifying and securing new business opportunities. With a keen understanding of clients' needs, ensures effective advertising and branding solutions tailored to their goals. Through strategic planning and relationship-building, drives successful campaigns that maximize brand exposure and deliver measurable results. Dedicated to ensuring seamless implementation of client campaigns across all media channels. With meticulous attention to detail, he coordinates and oversees every aspect of the campaign execution, from media buying to monitoring performance. My expertise ensures that clients' messages are effectively delivered to their target audience, maximizing the impact and success of their advertising efforts.

PROFESSIONAL DEVELOPMENT

- ADSE Advance Diploma in Software Engineering from APTECH Computer Education, M.G. Road, Bangalore (1997 – 2000)

SOFTWARE PROFICIENCY

- Operating System - Windows 10/11,
- Language – C & C+
- Package - MS-Office

Bennett, Coleman & Co. Ltd (TOI – Response)

Bennett, Coleman & Co. Ltd. (BCCL), known as The Times Group, is a leading Indian media conglomerate. It publishes renowned newspapers like The Times of India (TOI) and The Economic Times, along with regional language publications. BCCL also operates television channels, radio stations, and digital properties. As a dominant force in the Indian media industry, BCCL's flagship newspaper, The Times of India, boasts a massive global readership.

Designation - Corporate Brand Manager (B2B)

Period – April - 2010 – May – 2019, Bangalore

WORK PROFILE

B2B Business Manager at The Times of India (Response), a skilled professional with a strategic mindset and extensive experience in managing business-to-business relationships. He excels in understanding the unique needs of corporate clients and formulates tailored advertising solutions to meet their objectives effectively. Manish's expertise in media planning, market analysis, and client engagement ensures the seamless execution of B2B campaigns, driving success for both TOI and its valued corporate partners.

Tata Teleservices Limited

Tata Teleservices Limited spearheads the Tata Group's presence in the telecom sector. It operates under the brand name Tata Indicom in various telecom circles of India. It's a leading Wireless Internet service provider and product portfolio like Voice, Data, MPLS, and VPN etc and recently launches GSM.

Designation - Deputy Manager-Top Corporate Accounts

Period - June' 2008 – March -2010, Bangalore

WORK PROFILE

Handling the Entire product portfolio of Tata Teleservices viz. Voice, Data, ILL, MPLS, VPN, HSIA, GSM products.

Effectively manage allocated corporate accounts to ensure revenue assurance.

PERSONAL DETAILS

- Date of Birth - 02/04/1976
- Address - #45/45/27/7, MDVR Primerose Apartment, Begur Road Bengaluru- 560068
- Gender - Male
- Marital Status - Married
- Languages know - English, Hindi, and Kannada
- Location - Bangalore only
- Hobbies - Making Friends, listening to music
- Sports - Cricket, Volleyball & Basketball
- Reference - Available on request

Actively develop corporate accounts development strategies to increase spending from existing customers.

Evaluate and analyze competitive situation in markets and work with Marketing to formulate and implement sales plans to counter competition and meet customers' needs.

Develop win back sales strategies for corporate accounts lost to competition.

The Times Group – Times Business Solutions

The Times Group, India's largest media house, promoted Times jobs with a single goal to connect quality job seekers to the best corporate. It is a largest well-established player in the e-recruitment industries.

Designation - Business Manager - Key Accounts (Corporate)
Period - August' 2006 – May-2008, Bangalore

WORK PROFILE

Manage Integrated Key Corporate Account with Sales Planning & Execution.

Identify segment needs, develop, and implement segment specific value proposition.

Development of Corporate Strategy, Product Marketing Verticals, and Sales strategy to develop strong outbound marketing plans/propositions per segment and manage their timely implementation.

Understanding segment needs and competitive landscape as well as follow competitor moves.

Ensure the required work, standards and financial targets are achieved.

Develop & maintain strong relations with key decision makers to ensure renewal business.

Ideation & Concept creation based on client's requirement.

Providing direction, motivation & training to the sales team for ensuring optimum performance.

Leading and mentored a team of 3 Business Executives/Client service and keep a close check on outstanding figures & ensuring adherence to the norms, reviewing performance.

Indias-Best.Com Pvt. Ltd.

A prominent Media Solution Company providing Brand Solutions for IT Clients and STPI Members, providing directory services, web portal services and marketing collaterals for Business houses of Bangalore.

Designation - Territory Manager (STPI Corporate Accounts)
Period - April- 2002 to July- 2006, Bangalore

WORK PROFILE

The responsibility involves selling 'Brand Solutions' to STPI corporate clients.

Leading a team of 5 Business Sales Executives (BSE) and responsible for managing, and co-ordination with the team. Handling efficiently with Sales Executives and keep track of meeting monthly sales target.

Responsibility involves retaining existing customers by communicating the quality of product and services.

Securing referral sales from the Corporate Clients.

Responsibilities for the development of newer areas of business through interaction with the new corporate customer.

PAC Soft Solutions LTD

The company specializes in sales and support of branded and assembled desktops, printers, UPS, stabilizers, and Communication Equipment's. The company also provides customized software solutions to general industries and Educational Institution.

Designation - Senior Business Development Executive

Period - July'2000 to March 2002, Bangalore

WORK PROFILE

Identify potential customers and pave avenues for business development.

The responsibility involved marketing the Integrated Solutions both in Hardware and Software which involved clients like SME and Scale Retail and Franchisee Establishments, Financial Institutions like Banks, Hospitals, Schools, and Colleges.

Preparation of Scoping documents and quotations.

Monitor feedback on status of customer enquiries.

CONTACT

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