

Manoj Kumar Guleria

~General Manager- B2B & Partnership (PAN India) ~



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Key Skills

Sales & Business Development Strategy

Marketing & Product Management

Key Account Management

P&L / Customer Positioning

Operation

Clinical Data Analysis/ Market Intelligence

Training & Development

Product Launch & Promotion

Competitor Evaluation

Team & Stakeholder Management

Education

- ▶ **MBA (Marketing sales & Finance)** from National Institute of Management in 2011
- ▶ **B.Sc. in Medical Lab Technology** from UTS in 2008
- ▶

IT Skills

- ▶ MS Office (Word/Excel/Power Point)
- ▶ Job Supporting knowledge about internet, computer presentation

Career Timeline



Profile Summary

- ▶ **MBA in (Sales & Marketing)** with **14 years of** comprehensive and specialized experience in **Sales, Marketing, Business Strategy and Product Management.**
- ▶ Hands-on experience in **Business Development, Complete Account Management, Sales/Business Strategy Development & Execution Daily Sales Operation, Revenue Generation, Forecasting, Sales Pipeline Management, Reviewing Competition, & Bid Management with Constant Benchmarking, & Market Share Increase**
- ▶ **Directed the development and execution of marketing communications initiatives** including product launches, sales collateral, tradeshow, campaigns, social site presence, public relations, internal communication, regulatory communications, and corporate events.
- ▶ Built a solid sales infrastructure from the ground up, expanded **penetration in new markets**, and delivered immediate results producing new business while directing **business development, deal organization, and building credibility and rapport with new and existing customer stakeholders.**
- ▶ **Front-led the end-to-end stages of PLM including:**
 - Introduction (Strategizing & Formulating Marketing Activities)
 - Growth (Sales Augmentation & Product Positioning)
 - Maturity (Product Differentiation & Sales Promotion)
 - Decline (Pricing, Cost Control & Optimization)
- ▶ Expertise in **assessing the customer feedback, evaluating areas of improvements & providing critical feedback** to the associates on improvements and achieving higher customer satisfaction matrices.
- ▶ Led marketing activities, **developed KOLs, & increased brand equity**
- ▶ **Supervised a team of 3+ ASM/Executives and business from major Insurance Companies, TPAs /Brokers, Corporates & PSUs at Dr Lal Pathlabs Ltd.**

Soft Skills



Communicator



Thinker



Collaborator



Innovator



Intuitive



Personal Details

Date of Birth: 24th October 1983

Address: #1702 Street No 19 Burari Delhi, 110084

Languages Known: English & Hindi



Professional Synopsis

- Developed excellent relations with key decision makers in several **Corporates/TPA/Brokers & government institutions** that augmented business by 100%.
- Proficient in developing & streamlining systems with proven ability to enhance operational effectiveness and meet operational goals within the cost, time & quality parameters.
- Ensured successful ramp up of business assignments while working in close coordination with corporate clients.
- Effective communicator with strong analytical, problem solving & organizational abilities and proven record of accomplishment of forging business partnerships.



Work Experience

Redcliffe Labs Pvt. Ltd., Noida as General Manager – Corporate Sales & Partnership (Pan India)

Since Aug'22

Key result Areas:

- **Preparing the annual B2B business plan**, specifically advising on realistic forecasts for each product and territory including costs of operating the sales team and sales promotion plans
- Developing key relationships in target markets and launching specific products, scripting product turnarounds & augmenting sales, analyzing partnering programs, institutional tie-ups
- Formulating detailed **account strategies for key business** through information gathering, competitive analysis, strategic plan formulation, identification of value proposition, sales budgeting, operations, and action plan initiatives
- Ensuring cross-functional understanding of business plans with Marketing, Sales, Market Access, and other key functions through periodic interaction
 - Allocating resources across Key Accounts to meet the business plan.
 - Ensuring fulfillment of contractual obligations with Key Account customers and Hospital Liaison Agents
 - Finalizing and managing Individual Pricing
- Understanding and effectively communicating the company's value prop, tech, process, and current partnerships
- Playing a key role in recruiting and coaching managers and representatives to accomplish revenue objectives.
- Acquire and maintain relationships with new customers with a focus on decision makers & influencers. Accountable for high-level external/internal client management.
- Collaborating with multiple stakeholders like Sales, Network & Operations Teams to build demand for partner-resourced revenue sales progression and quota achievement.
- Assisting the team with opportunity identification and proposal development including development, education, and nurturing of channel partners
- Supervising bids like Requests for Quotation (RFQs), Requests for Information (RFIs), Requests for Proposal (RFPs), Requests for Tender (RFTs), standard techno-commercial offers, bundled solution bids, and upgraded propositions/SOWs.
- Identifying, developing & evaluating a marketing strategy, based on knowledge of establishment objectives, market characteristics, as well as cost and mark-up factors.
- Actively reviewing distribution partnerships in the region with the objective to improve efficiencies and support-to-market.
 - Took strategic action across PAN India to change long-standing underperforming distributors resulting in driving new focus and rebuilding confidence with customers.
 - Strategically directed the focus of the sales force to target top competitor accounts.
 - Built strong Key Opinion Leader (KOL) relationships and created unique educational training events, which positioned 100% incremental business within 6 months.
- Ensure key corporate accounts being served exclusively and a tracking mechanism in place.
- Analyze competitive product offerings in terms of parameters, benefits as well as price-negotiation for keeping rival players out of the market.

Pathkind Diagnostics Pvt. Ltd. as Manager Corporate Sales

Apr'19-Aug'21

Highlights:

- Bringing new corporate clients by doing regular fieldwork through cold calls, follow-ups with the concerned person at the target Companies.
- Prepared the annual Sales & Marketing business plan with a focus to develop all the Channels like Walk-in, Referral, Corporate & PSUs Sales
- Developed Marketing plan to increase market share through ATL and BTL strategy (including signage, display boards, and collaterals) thereby, enhancing on-ground brand visibility; structured overall media strategy and provided strategic direction for media activities.
- Responsible for empanelment, onboarding of PSUs & corporate accounts
- Responsible for increasing market share, market coverage, and brand awareness through marketing & sales verticals
- Responsible for revenue planning of the department to achieve the goals of the department through all team members
- Collating the market's latest information on various competitor activities and then formulating result-oriented sales plans
- Achieved privileged relationships with existing Key accounts, and customers and acquire new customers from the competition.
- Identified, allocated, tracked, & evaluated resources to maximize sales, keep details of feedback, and make presentations & corrective actions.
- Conducted monthly and quarterly meetings through presentations showing analysis, action plans, develop activities projections, Milestones achieved, and initiatives taken.
- **Top Corporate clients on-boarded like DLF, Airtel, Sandhar, Hero Motocorp, Maruti. Honda Cars etc.**
- **Top PSUs clients onboarded like CGHS, NTPC, SBI, ONGC, etc.**
- **Top Aggregator CNH, Medibuddy, Truworth, Health Assure, Visit Health, Ekincare etc.**



Previous Work Experience

Dr Lal Pathlabs Ltd. New Delhi as Dy. Manager Corporate Sales

Dec'11-May'19

- Explore newer services and opportunities with the clients and build long-term relationships.
- Drive operational team for execution camps, backend support, align appointments coordination.
- Responsible for achieving sales targets through acquisition of new and existing clients with promotions sales of entire range of health care services offered by Dr. Lal PathLabs.
- Developed marketing plan for business & achievements in-line with Dr Lal PathLabs goals.
- Monthly and quarterly meetings through presentations showing analysis, action plans, development activities Projections, Milestones achieved, and initiatives taken.
- Top PSUs Like CGHS, GAIL, DMRC, IOCL, HPCL, SBI, BOB, CAG etc.

Dr Lal Pathlabs Ltd. New Delhi as Coordinator Channel –Development

Sep'08-Nov'11

- Responsible for Individually handled center and cc's operation & to develop Business through marketing support through RWAs, One to One Interaction & Health checkup camps and doctors etc.
- Coordination & support collection team for maintaining good portfolio, Monitor Competition and take Suitable Proactive Measures, sustain Customer Satisfaction and good relationship.
- Maintain all documentation of all types of auditing & trouble shooting and resolving various issues of centers.
- Manage and ensure high quality service delivery to high-end clients.

Metropolis India Pvt. Ltd. Noida as in-charge Patient Service - Centre Operations

Feb'07-Aug'08

- Team coordination of patient services center and courier boys.
- To support collection team for maintaining good portfolio.
- To monitor Competition and take Suitable Proactive Measures.
- To sustain Customer Satisfaction and good relationship.
- To build business relations with doctors Preparing MIS report.
- Organize medical health check-up camp.