

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

Metropolis India
Pvt. Ltd.

Dr Lal Path Labs
Ltd.

Path Kind Labs
Pvt. Ltd.

Redcliffe Labs Pvt.
Ltd.



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, tradeshows, 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



Innovator
Collaborator
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

Highlights:

Apr'19-Aug'21

- 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.