

# KETAN CHAUDHARI

## Medical Device Sales

☎ +91 8905173443

@ ketanchaudharikcc@gmail.com

🌐 [www.linkedin.com/in/ketan-chaudhari-a7a638123](https://www.linkedin.com/in/ketan-chaudhari-a7a638123) 📍 India

## PROFESSIONAL SUMMARY

Dedicated and detail-oriented **Medical Implant and Scrub Technician** with over **6 years of experience as an International Sales Manager** in the **APAC and Africa regions**, combined with hands-on expertise supporting surgical teams in orthopedic procedures. Skilled in the preparation, handling, and sterilization of medical implants and instruments, with a strong grasp of surgical protocols and aseptic techniques. Demonstrated success in managing distributor relationships, expanding market presence, and driving sales growth across diverse international markets. Adept at bridging clinical and commercial functions, ensuring both optimal surgical outcomes and strategic business development. Committed to excellence, compliance, and continuous improvement in both technical and sales environments.

## WORK EXPERIENCE

### International Sales Manager

#### Meril Healthcare Pvt. Ltd.

📅 09/2019 - Present 📍 Vapi

- International Sales at Meril Healthcare Pvt. Ltd with 5 years months experience and still going.
  - Division handling: Orthopaedics (TKR & THR& Trauma Implants)
- Also have knowledge of Cardiovascular & Endo Surgery products.
- Responsible for promoting & handling sales of the company's products in Malaysia, Vietnam, Singapore, Philippines & Indonesia.
- Generate business from existing customers & develop a new customer base through face to face meetings. Travelling to the countries for 2-3 weeks every alternate month.
- Screening, shortlisting, vetting & appointing distributors.
- Meeting new customers by participating in and attending conferences & exhibitions like Master Course, Arab Health, etc., happening worldwide.
- Identifying significant business opportunities, meeting KOLs from hospitals, appointing distributors, IDA preparation, order Preparation, sending quotation, samples, specifications & negotiation, Key account management.
- Interacting with agents/customers to understand regulatory requirements for registration of new products in Malaysia, Singapore, Vietnam, the Philippines, and Indonesia.
- Interacting with Finance, Sales Support, Inventory, Regulatory, and other internal departments.
- Preparation of various MIS reports viz, Inventory forecast, Marketing Budget, Primary & Secondary sales, Debtor statements, etc.
- To train the distributor team, paramedical staff, and surgeons with our instruments Also assist surgeons in surgeries and also training on instrumentation and product techniques.
- To assist in various orthopedic courses and training on Sawbones & Instrumentation for new teams and surgeons from worldwide.
- Achieved a 40% increase in sales within two years by forging strong relationships with healthcare professionals and leveraging comprehensive product knowledge.
- Also appointed multiple product-wise and area-wise distributors
- Executed targeted sales strategies that led to a 25% rise in new client acquisitions and expanded reach within the assigned territory.
- Developed and delivered educational seminars on the benefits of non-invasive medical devices, helping to reduce dependency on opioid medications.
- Collaborated with marketing teams to create promotional materials that highlight product efficacy, resulting in greater brand awareness.

## KEY ACHIEVEMENTS

### Top Sales Territory Manager Award

Awarded for consistently exceeding sales goals and delivering exceptional client service.

### Launched New Medical Device

Introduced a new device to market, TKR/THR Trauma & Rev.TKR/THR and sales through strategic outreach.

### Increased Territory Sales by 35%

Drove a 35% sales increase by developing strategic partnerships and effective sales tactics.

### Managed Successful Cross-Functional Projects

Led integration of new product lines, successfully launching 3 new devices into market.

## SKILLS

Relationship Development, Sales Strategy, Medical Device Expertise, Training and Education, Salesforce CRM, Market Analysis

## EDUCATION

### Master of Business Administration (MBA)

#### University of Mumbai

📅 2011 - 2014 📍 Mumbai

### B.Sc. | Information Technology (IT)

#### University of Mumbai

📅 04/2009 - 04/2011 📍 Gholvad

## COURSES

### Certified Medical Sales Professional (CMSP)

Provided by the Medical Sales, focusing on medical device sales techniques and industry regulations.

### Advanced Sales Training for Medical Devices

Offered by MedReps, emphasizing advanced sales strategies and territory management.

## WORK EXPERIENCE

### Operations Manager

#### Lucky Fabrication

📅 07/2017 - 07/2019 📍 Umbergoan

- Coordinate and manage subordinates, facilitate inter-departmental communication and allocate tasks and resources as required.
- Gather and synthesise information, resolve disputes and make strategic recommendations.
- Prioritise and manage multiple tasks simultaneously.
- Ensure cross-functional development and assist in the consolidation and integration of engineering functions.
- Perform ongoing analysis and evaluation of strategic information (revenue, assembly margin, freight costs, manufacturing operations, etc.).
- Provide meaningful reporting to senior management in a timely and effective manner.
- Manage the day-to-day operations of purchasing, products and suppliers.

### Senior Sales Manager

#### Lumba Word -Evershive Pvt, Ltd.

📅 03/2015 - 03/2016 📍 Mumbai

- Handling key accounts of major customers in Mumbai.
- Manage entire Sales Cycle starting from generation of new dealer's, or focusing on business from existing
- Dealers base to payment realization.
- Serving as face for the organization, entertaining the customer and serving to their needs.
- Acquiring new customers, development of new markets for the existing product lines.
- Identify potential new customers, promote the product and company to architects and interior designers by.
- Demonstrate the product and invite prospective clients.
- Analysis & study of New Dealers to find Potential Market in particular Area.
- Planning the entire customer visit schedule in our company for strengthening customer relationship.
- Experience of running a successful dealership.

### Operations Manager

#### Amol houseware Pvt. Ltd. GRECO Brand

📅 03/2016 - 03/2017 📍 Mumbai

- Handling key accounts of major customers at the store.
- Manage the entire sales cycle, starting from the generation of a new order or focusing on business from an existing customer.
- Serving as the face for the organization, entertaining the customer, and serving to their needs.
- Acquiring new customers and developing new markets for the existing product lines.
- Identify prospective new clients and promote the product and company to architects and interior designers by contributing to creating a high-quality retail environment that adds value to the visitor's experience at the mega store.

## PASSIONS

### Advancing Non-Invasive Pain Management

Dedicated to improving lives through innovative medical technologies and reducing reliance on opioids.

### Traveling and Exploring Cultures

Passionate about traveling and learning from diverse cultures and perspectives.

### Fitness and Wellness

Committed to maintaining a healthy lifestyle through regular exercise and nutrition.

## STRENGTHS



### International Market Development

Proven success in expanding business in APAC and Africa regions through strategic partnerships and distributor management.



### Distributor Relationship Management

Skilled in identifying, training, and managing high-performing distributors to drive regional growth.



### Negotiation & Closing Skills

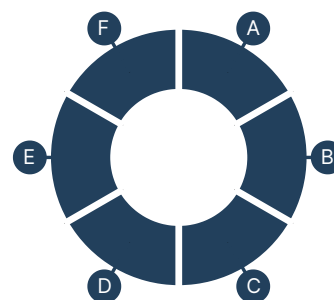
Strong track record in securing high-value deals and long-term agreements.



### Strong Clinical & Product Knowledge

Deep understanding of medical implants and surgical procedures, enabling effective product positioning and surgeon engagement.

## MY TIME



- A Market Expansion & Development
- B Distributor & Partner Management
- C Sales Strategy & Execution
- D Client Relationship Management
- E Regulatory & Compliance Coordination
- F Contract Negotiation & Closing

## WORK EXPERIENCE

### Business Development Manager

#### Oren Kitchen World

🏠 2012    📍 Umbergoan

- Handling key accounts of major customers in Mumbai. Manage the entire sales cycle, starting from the generation of new dealers or focusing on business from the existing dealer base to payment realization. Serving as the face for the organization, entertaining the customer, and serving to their needs. Acquiring new customers and developing new markets for the existing product lines. Identify Prospective new clients and promote the product and company to architects and interior designers by Demonstrate the product and invite prospective clients. Analysis & study of New Dealers to find potential markets in particular areas. Planning the entire customer visit schedule in our company for strengthening customer relationships. Experience in executing a successful dealership.D

## LANGUAGES

<b>English</b> Native	● ● ● ● ●	<b>HINDI</b> Native	● ● ● ● ●
<b>Marathi</b> Native	● ● ● ● ●	<b>Gujrati</b> Native	● ● ● ● ●

## ADDITIONAL SKILLS

Business Development

Key Opinion Leader (KOL) Engagement

Product Launch Planning

Training & Product Demonstration

Time & Territory Management

Customer Relationship Management

## PASSPORT DETAILS

Passport No : P1453481  
Date of Issue : 06/01/2017  
Date of Expiry : 05/01/2027  
Reference Contact