# DIPANJAN DEB ROY

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Aims to pursue a senior level career in Medical Devices Sales & Marketing with reputed Organizations

**Career Overview**

Rich and insightful experience of **nearly 22 years** of extensive experience in **Sales & Marketing, Business Development, Operations Management and Client Servicing.** Adroit at achieving the targets, relationship management: managing, developing, and imparting training to the sales team.

Analyst with a flair for adapting quickly to dynamic business environments. Adopting pragmatic approach in improvising on solutions and resolving complex business issues. Instrumental in managing business functions and playing a key role in strategizing new market entry. Well organized with a track - record that demonstrates self-motivation, creativity, and initiative to achieve corporate and organizational goals.

Successfully managed and mentored cross-functional, teams across assignments; acknowledged for recruiting and developing leaders with an equal desire to win. Leverage experience and business acumen while continuing to work in the industry. Well organized with a track - record that demonstrates self-motivation and initiative to achieve corporate and organizational goals.

**Core Competencies**

Business and Thought Leadership P&L Management Product Launches

ROI Accountability Business Process Excellence Performance Improvement

Strategic Partnerships New Business Development People Management

**Employment Details**

**Since Jan’19 with Smith & Nephew India Pvt. Ltd., New Delhi as Zonal Sales Manager – North & East India including Bhutan, Bangladesh & Nepal**

**Job Roles & Responsibilities:**

* Leading a team of 22 on roll 3 off roll.
* Accountable for managing the Sales & business development for whole of North East India
* Managing the Business of Bhutan, Bangladesh & Nepal for complete range of trauma products.
* Playing a key role in maintain the productivity of all the team members.
* 5 State Managers manage the sale of all the territories.

**Notable Milestones:**

* Successfully controlled the cost at the Zonal level.
* Opened new areas and appointed new dealers to operate.
* Surgeon conversion successfully done.

Appreciated by the then the Business Unit Director of the company for the good work.

**Jun’12 – Dec’18 with Adler Mediequip (A Smith & Nephew India Pvt. Ltd.), New Delhi as Zonal Sales Manager – North & East India including Bhutan**

**Growth Path:**

Jan’2017 - Dec’2018 Zonal Sales Manager for North, East & Bhutan

Jul’2015 - Dec’2016 Zonal Sales Manager for North & East

Jan’2014 - Jun’2015 Zonal Sales Manager of North

Jun’2012 - Dec’2013 Regional Manager Delhi NCR and Upper North

**Job Roles & Responsibilities:**

* Leading a team of 17 on roll.
* Accountable for managing the Sales & business development for whole of North East India
* Managing the Business of Bhutan for complete range of trauma products.
* Playing a key role in maintain the productivity of all the team members.
* 2 Regional Manager & 2 State Managers manage the sale of all the territories as they manage the team.

**Notable Milestones:**

* Rated as performer for all the years in the FY 2015, 2016, 2017, 2018.
* Appreciated by the General Manager of Adler – A Smith & Nephew for the achievement in 2014.
* Product launched successfully in the territory with swipe of conversion in some renowned hospitals.
* Opened new areas and appointed new dealers to operate.
* Surgeon conversion successfully done.
* Rated as performer in the FY 2018.

Appreciated by the then the Business Unit Director of the company for the good work.

**Sep’09 – Jun’12 with Onicra Credit Rating Agency of India Ltd., Guwahati as Manager – Branch Head NESA**

**Job Roles & Responsibilities:**

* Leading a team of around 2500 on roll 33 and off roll 2500.
* Accountable for managing the business and the operation for whole of North East & Assam (Airtel, Aircel, Idea, RTL).
* Managing the operating margins of 45% and off roll cost to 30%.
* Playing a key role in maintain the NESA P&L for all the Process in profitable note.
* Looking into vendor rating and process audit.

**Notable Milestones:**

* Rated as performer in the FY 2009-2010 & 2010-2011 for business operations.
* Successfully controlled the cost at the regional level from 62% to 41%.
* Generated revenue of 12 Lacs from a new client.
* Successfully started operations in Manipur and Mizoram for one of our client.
* Appreciated by the then the CEO of the company in the LinkedIn profile. The Business Group Head has appreciated for the good work.

**Oct’07-Aug’09 with Reliance Life Insurance Co. Ltd., Guwahati as Sr. Sales Manager**

**Notable Milestones:**

* Certified with Silver Star & Gold Star for Jan, Feb and Mar consecutively in the year 2008 & 2009.
* Awarded with the:
  + SM Club Member as the March’09 business was among the top three of the branch.
  + Certificate of Excellence for March’09 by Zonal Business Head.
  + Certificate of Excellence for March’09 by Reliance Capital Group CEO Mr. Sam Ghosh.
* Have achieved more than 12 lacs FYP in the month of March for the 2 years consecutively.
* Appreciated by the Branch Manager for the notable performance in the month of March 2008.

**Sept’06-Sep’07 with North Eastern Mercantile Limited (NEML), Location as Assistant Manager - Business**

**Operation for Project Business of North Eastern States (NESA)**

**Notable Milestones:**

* Successfully established the product TATA STRUCTURA in retail channel and institutional sales NESA.
* Played a pivotal role in introducing the product and its functionalities in front of the Structural Engineers in the society.
* Introduced the product in the institutions like Indian Oil, NRL, ONGC, Guwahati Zoo, etc. with its benefits
* Demonstrated abilities in added a good rich list of Architect and Engineers for recommending the product to the user (Builder/Promoter).
* Appreciated by one of the famous Structural Engineer for the service provided to him.

**Jun’00-Aug’06 with Sushrut Surgicals Pvt. Ltd., Jamshedpur as Regional Manager**

**Growth Path:**

Apr’2005 - Aug’2006 Regional Manager for East II

Apr’2004 - Mar’2005 Area Sales Manager of North East

Jun’2000 - Mar’2004 Sales Executive, Guwahati - North East India

**Notable Milestones:**

* Successfully managed the 2nd part of Eastern India i.e. Bihar, Jharkhand, Orissa and Bhutan.
* Developed a region which accounted for Rs. 13 lakhs of revenue over in the year 2004 and by year-end this figure crossed a mark of Rs. 46 lakhs.
* Planned and implemented marketing plans associates training’s, budget for revenue and expenses.
* Stellar role in transforming negative markets with good business and achieved business from institutes of TATA’s and govt. Hospitals, which accumulated to 88% of the assigned targets.
* Achieved 100% of the assigned target for the year 2002 and 2003 respectively.
* Introduced the company in North East parts of India. Recruited the dealers and took the market to 56 lacs per annum from almost 50,000.

**April’98 – May’2000 Shantha Biotech, Siliguri as Sales Executive covering North Bengal**

**Notable Milestones:**

* Successfully launched the company in entire North Bengal i.e. Siliguri, Darjeeling, Cooch Bihar, Kalimpong, Kurseong & Sikkim.
* Successfully managed the business in entire North Bengal.

**Feb’97 - March’98 Self-Printers Association, Kolkata as Sales Executive**

**Trainings Attended / Project**

* Underwent a Project with the Audio Cassette Market of North East.
* Trained on:
  + **Selling Skills** by **COSMODE** – Hyderabad March 2000.
  + **FIRO B Leadership Skills** and **Johari Window** – Pune December 2004.
  + **Managerial Skills and Competence** – Khandala May 2005.
  + **Territory Development & Territory Management and Practical Skills Relating to Managing Relationship with Business Partners** – Pune March 2006.
  + **Training on backend operations & process –** Gurgaon 2010
  + **Certificate course on Sales Excellence** from **Dale Carniegie & Associates Inc.** – Pune January 2015.
  + **Certificate course on Polished Professional** from **Arrista School of Finesse** – Pune March 2016.
  + **Management Development program** from **IIM Indore** – Indore August 2017.
  + **Leadership Development program** named **Pioneer Program** from **Lane4 –** Mumbai 2018.

**Education Qualifications**

B. Com. from Pandit Dindayal Upadhay College, Ranchi in the Year 1995.

**Professional Qualifications**

1997 PGDBM (Marketing Management) from Management & Technological Institute India, Kolkata

2008 E-MBA (Marketing & Sales) from Vinayaka Mission University, Salem, Tamil Nadu

**Personal Details**

**Date of Birth:** 28th November 1972

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