

GAURAV JAIN

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RE: Application for **Sales/Business Development** role.

Dear Hiring Manager,

I am an action-oriented and customer-centric professional with a proven record of **9** years in business development, customer, and sales management. On researching your website and social media, I am happy to discover that I am aligned with your needs, values, mission, and my credentials might be beneficial to you. Currently, I am looking for a new opportunity and the above role motivates me as it resonates with my experience & competencies. Diversity, work culture, superior products and growth opportunities at your company motivate me to associate with you. Moreover, I am confident that I can execute the mentioned responsibilities diligently, deliver the expected outcomes and simultaneously master new skills at your company.

Seeking a role where I will be exposed to a lot of challenges and networking that will enhance my business acumen and creativity. Accepting everyday tasks proactively and being ready to learn, unlearn and relearn is my life mantra. In short, I come up with a positive can-do attitude. Powered by my curious mindset, I earned an **International MBA** (Marketing) from a **French business school** in Lyon. Learning with professionals from 30 nationalities, diverse backgrounds and mindsets gave me a unique perspective to deal with people.

During my professional journey at a start-up Neolys, SMEs like **Lupin & Synchem** and MNCs like **Abbott & Pfizer**-

- I understood the needs and expectations of the clients, presented the product, followed up & closed the deal.
- Delivered solutions that address the unmet needs and kept an eye over competitors' offerings.
- Took the initiative of understanding the pain points of customers and proposed the best service.
- Oversaw training of new sales executives, managed multiple stakeholders, and achieved **22%** annual growth.
- Launched **6** new products with my team and boosted revenues by forecasting, planning, & marketing events.

All these skills can be directly applied to my next role to deliver the expected results making me a great fit for this position. I am committed to kick-starting my career with a company that unleashes the potential and promotes growth. Kindly refer to my **resume** to know more about my achievements. Partnering with you will allow me to leverage my commercial experience and education in business management. I am a quick learner that blends well with the multicultural team. Ultimately, that is what is needed to be successful at the workplace. I have the passion and skills to perform, therefore I am expecting an **interview** to show how I can add value to your company.

Looking forward to speaking with you. Thank you for your time and consideration.

Best Regards,
Gaurav Jain

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PROFESSIONAL SUMMARY

Ambitious professional offering 9 years of sales and business development experience. Motivated to develop commercial and digital strategies in an organization that fosters growth and learning. Handled multiple stakeholders to accomplish objectives like branding, profit, and expansion. Introduced products by conducting market research, obtained customer insights to enhance products and processes, built strong relationships and closed deals under deadline. Multicultural fit with a positive mindset.

COMPETENCIES

B2B/B2C Sales | Consultative selling | Marketing management | Project management | Digital marketing | P&L | Communication | Negotiation | Teamwork | Problem-solving | KAM | Cross-functional collaboration | Stakeholder management | Result-focused | Entrepreneurship | Customer-centric | Resilient | Organized |

PROFESSIONAL EXPERIENCE

Business Development Manager, New York Medicose, Indore, India March 2020 – Present

- Added 18% of revenues by overseeing key accounts, customer acquisition and retention. Directed promotion and delivery of products.
- Boosted sales by 31% by onboarding additional hospitals and clients in the last 6 months.
- Managed inventory, purchases, and payments. Oversaw business development, saved revenue loss in Q2. Increased surgical instruments and supplements sales by 25%.

Marketing Consultant (MBA Project) Neolys Diagnostics, Lyon, France Nov 2018 – Jun 2019

- Interviewed influencers, examined customers' issues, and needs. Proposed sales entry strategy, digital marketing content and promotional inputs for oncology tests for clients.
- Collected on-ground customer insights from oncologists and surgeons like challenges faced during the diagnosis, treatment, and follow-up of patients to design a winning business plan.

Territory Executive, Pfizer, Indore, India Aug 2016 – Aug 2018

- Lifted sales of flagship products by 32% and new launch products by 43%. Built blockbuster brands by leveraging competitive intelligence. Conducted scientific and networking events.
- Topped performance metrics by targeting 150 key accounts. Improved 18% revenues by onboarding corporate hospitals.
- Delivered the budget by identifying pain points, needs and expectations. Implemented sales strategy and excelled in the digital selling model.

Senior Territory Business Manager, Abbott Labs, Indore, India Mar 2012 – Aug 2016

- Managed entire sales cycle, achieved 112% target of the assigned portfolio, exceeded expectations with 20% annual growth.
- After promotion, won 2 national skill-building training programs and trips. Improved KPIs, forecasting and deployed marketing inputs and strategies to achieve product ambition.
- Coached new field forces hired by the company. Boosted customer-facing and competitor knowledge of >15 products. Trained for product demo, key initiatives, work ethics and reporting.

Marketing Executive, Lupin Ltd., Indore, India Mar 2011 – Sep 2011

- Grew targeted brands by 16% by area expansion. Accomplished quota for new and pillar products.

Marketing Executive, Synchem Labs, Indore, India Jul 2010 – Mar 2011

- Drove profits by prospecting, lead generation and closed the deal. Acquired 4 big clients/quarter.

EDUCATION

International MBA (Marketing, MNC Management) Lyon, France
EM Lyon Business School (FT Global MBA rank #79, Triple Accredited)

Sep 2018 – Sep 2019

Bachelor of Pharmacy, Bhopal, India
RGPV University

Jul 2005 – Jun 2010

EXECUTIVE CERTIFICATIONS

- Google Project Management Professional Certificate (Apr 2022)
- Digital and social media Marketing: Accenture, HubSpot
- Entrepreneurship: From Business Idea to Action: King's College London
- Marketing Management: Indian Institute of Management, Bangalore

ACHIEVEMENTS

- * Launched 5 products in 1-year, increased market penetration by 22% through data analysis at Pfizer.
- * Coached 8 field executives in 18 months who turned around their territory, surpassed budget at Abbott.
- * Accomplished 116% budget of anti-inflammatory and antibiotic products at Pfizer.
- * Organized KOL speaker, training and awareness programs, digital initiatives for doctors and patients.
- * Learned innovation through trips to WTO, UN Switzerland, VTT, Oulu and Aalto Universities, Finland.

LANGUAGES

- Native – English, Hindi
- Beginner – French

INTERESTS

Gardening, Swimming, Yoga and Meditation.