

GAURRAV SHARMA

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Personal Particulars:

Date of Birth: 01/06/1985 | Nationality: Indian | Gender: Male



CAREER SNAPSHOT

Dynamic and results-driven sales leader with over 16 years of experience driving commercial success across India and South Asia in the diagnostics, medical devices, capital instruments, and healthcare sectors. Proven expertise in leading cross-functional teams, developing and executing commercial strategies, managing key accounts, and expanding market presence through strategic distributor management and government engagement. Skilled in navigating regulatory frameworks, handling tender business, and launching new technologies in highly competitive environments. Recognized for increasing regional revenue, fostering public-private partnerships, and achieving operational excellence through data-driven decision-making and stakeholder collaboration.

CORE COMPETENCIES

Functional Skills

Sales Leadership | Commercial Strategy Development | Key Account Management | Stakeholder Engagement | Distributor Management | Market Expansion & Development | Sales Forecasting & Funnel Management | Negotiation & Persuasion | Product Launch & Market Penetration | Customer Relationship Management (CRM) | Competitive Analysis & Market Research | Training & Development | Regulatory Compliance & Risk Management

WORK EXPERIENCE

Grifols, India & Neighboring Countries | Sales Manager | Aug 2021 - Present

- Led commercial excellence initiatives by optimizing Salesforce CRM usage and aligning regional marketing with global strategies, resulting in revenue growth across key markets.
- Directed distributor operations, managing contracts, performance evaluations, and regulatory compliance across multiple countries in the APAC region.
- Negotiated preferential pricing and service-level agreements, enhancing cost efficiency and strengthening distributor relationships.
- Drove business expansion through public-private partnerships, introducing Molecular Screening technologies in government health programs.
- Spearheaded sales performance across the assigned region, delivering consistent growth in market share and revenue.
- Collaborated with regional teams and distributors to design and implement data-driven commercial strategies tailored to local market dynamics.
- Led strategic initiatives for the Diagnostics Division, ensuring alignment with regional and global business goals.
- Built and maintained strong relationships with regulators, key opinion leaders (KOLs), and public health authorities to influence market access.
- Oversaw import and regulatory processes for diagnostic equipment, ensuring compliance with APAC standards and legal requirements.
- Utilized Power BI dashboards for sales funnel analysis, improving forecast accuracy, pipeline health monitoring, and strategic decision-making.
- Managed government and institutional business, including tenders for capital equipment and pricing compliance across India and South Asia.
- Scaled distributor performance, achieving revenue growth from €2.7M in 2021 to €7M in 2024 through strategic engagement and performance optimization.

Abbott, India | Key Account Manager | Mar 2020 - Aug 2021

- Advanced sales within key government accounts by influencing key opinion leaders and engaging in Project Implementation Plans for public medical institutions.
- Managed distributor networks and provided training for Transfusion Medicine operations.
- Delivered presentations to demonstrate product benefits and aligned offerings with government healthcare policies.
- Executed targeted marketing strategies, meeting financial objectives and ensuring product availability across markets.
- Conducted competitive analysis, including pricing strategies and market positioning, to inform counter-tactics.
- Exceeded sales targets while opening new markets and launching Abbott's chemiluminescence equipment.
- Secured consecutive state tenders (U.P. & U.K.) and facilitated new distributor setup in Uttar Pradesh.

Hemogenomics, India | Key Account Manager | Apr 2015 - Feb 2020

- Engaged with blood transfusion experts and regulatory authorities to promote Safe Blood initiatives and NAT screening for HIV/HBV/HCV.
- Drove sales by collaborating with government and financial departments, conducting pilot project trials in public healthcare institutions.
- Led the creation of regional sales plans to meet organizational targets, empowering team members for successful execution.

- Coordinated promotional events, such as seminars and CMEs, and provided scientific guidance to teams on product strategies and market trends.
- Demonstrated deep knowledge of government tendering policies and regulations, successfully increasing sales in North India by 10% YoY.

PREVIOUS EXPERIENCE

- Baxter, India | Key Account Manager | Jul 2012 - Apr 2015
- Abbott Medical Optics, India | Territory Manager | Jun 2011 - Jul 2012
- Allergan, India | Sales Executive | Feb 2010 - Jun 2011
- Pharma Link (J&J), India | Sales Executive | Aug 2008 - Feb 2010

HONORS & AWARDS

- Grifols DX Excellence Award (2024) - Awarded for top performance in APAC sales and commercial operations at Grifols.
- Employee of the Month - Recognized for excellence in government and private sector engagement at Hemogenomics.
- Baxter Spot Awards - Honored for outstanding contributions to government key accounts and tender business at Baxter.

EDUCATION

- MBA - Global Business Management Program | Indian Institute of Management, India | April 2024
- Bachelor of Science – Pharmacy | Maharishi Dayanand University, India | July 2008