**Harish Kapri**

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**OBJECTIVE**

Seeking a challenging position in a reputed organization which provides opportunities for professional growth and advancement, and utilize the experience acquired in becoming a valuable team member**.**



**PROFILE**

* Endeavoured person, with passion to work for the industry, having the good command on communication with required knowledge. Effective team player.
* Self-motivated, hardworking and goal-oriented with a high degree of flexibility, creativity, resourcefulness, commitment and optimism. Exceptional planning and executive skills.
* Result oriented individual with strong analytical and interpersonal skills and a quick learner with high levels of adaptability and ability to take initiative. Having systematic approach.
* Good communication skills, verbal as well as written coupled with exceptional presentation skills. Able to adapt changes in a quick manner.
* Having the capability to work under the pressure, and have the courage to work under critical circumstances.



**EDUCATIONAL CREDENTIALS**



I have done MBA from Graphic Era University which give me explicit exposure to enhance my interpersonal skills and intrapersonal skills .

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| **S No.** | **School/college** | **Course/Degree** | **Board/University** | **Year** |
| **1** | **Graphic Era University, DEHRADUN** | **Masters Of Business Administration** | **GRAPHIC ERA UNIVERSITY,DEHRADUN** | **2011** |
| **2** | **H.N.B.P.G,KHATIMA** | **B.Sc.** | **KUMAUN UNIVERSITY** | **2008** |
| **3** | **K.V,BANBASSA** | **XII** | **CBSE** | **2005** |
|  |  |  |  |  |
| **4** | **J.N.V,RUDRAPUR** | **X** | **CBSE** | **2003** |



**WORK EXPERIENCE**



1. NAME OF COMPANY –**Lifecell International Pvt.Ltd, Central DELHI**

DURATION **–July 11- FEB 2013**

DESIGNATION = **Relationship Executive**

Summary Of Job:- **After completing MBA in Sales and Marketing, as like a new born I learn about a new and emerging concept of Stem Cells Banking. That was the beginning of my carrier with number one company of conceptual sales for Stem Cells Banking, My job profile is for**

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| S. No. | Particulars | Insight About |
| 1 | **Direct Marketing** | Interaction with Doctors, Relationship building, Bridging the Channel Gap, Target Potential Doctors, and Maintaining Business Data. |
| 2 | **Business Generation** | Targeting potential doctors to incur business, Planning and conducting business trips to Increase the revenue of unit. |
| 3 | **Marketing Activities** | Conducting Health Conferences, CME’s, conducting Talks at MNC’s, Health camps, ANC. |
| 5 | **Hospital Tie-Ups** | Organizing OPDs, Camps etc in out-reach areas, Out of the City Events, Tie up for organizing the health camps and Regular OPDs. |
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2. Name of Company – **Unistem Biosciences Pvt. Ltd. South Delhi**

Duration-**March'2013 to feb'2014**

Designation- **Area Sales Officer**

Summary Of Job- **After learning from the leader of Stem Cells Banking I moved to a Stem Cells Therapy company for new learning, The company was expending themselves in Banking as well in Therapy.**

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| S. No. | Particulars | Insight About |
| 1 | **Marketing Activity** | To conduct awareness camps regarding stem cells Therapy and preservation for doctors as well as for prospects. Conduct Promotion activity, Hospitals Branding. |
| 2 | **Business Planning and Existence** | Product and Offer Analysis, Daily contribute in Competition strategy, Share experience for planning and expanding the business. |
| 3 | **Hospital Tie-Ups** | Counselling Accounts Opening, ANC and CME accounts opening, Doctors and Hospitals Tie-Ups. |
| 4 | **Sales and Operation** | Meeting Targets, Generating leads, Opening Vendors, Converting Prospects into Clients, Provide best service, Referral Calling and cold calling, Daily reporting, Month End Closing. |

3. NAME OF COMPANY –**Lifecell International Pvt.Ltd, Uttarakhand**

DURATION **–March 14- Presently**

DESIGNATION = **Center Head**

Summary of Job-

|  |  |  |
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| S. No. | Particulars | Insight About |
| 1 | **Team Management** | Appointing best person at best place for best result, Planning for achievement of team targets, Provide field training, Daily reporting, Help team to understand opportunities and cross hurdles, Judging market and opening new location in market to increase the business, Training team on new updates and competition handling. |
| 2 | **Business Development** | Search for new Areas as per hospital and doctor presence, Planning for tapping maximum accounts, Utilizing all team members for maximum business development, To start services in all potential areas(Haldwani, Rudrapur,Haridwar,Roorkee etc), Relation building with doctors for business improvement. |
| 3 | **Hospital Tie-Ups** | Search for new opportunities in new emerging area, Co branding and Wall Brandings, Conducting SCAW and ANC for regular presence and relation, Invite doctors for entertainment and knowledge enhancement tours. |
| 4 | **Operation** | Daily Update on CRM, Daily team’s reporting to HO, Resolve all pendency issue, To resolve all incentive clearance issues of RE’s, To provide all marketing approvals. Closing on month end. |

**Technical Proficiency**

Languages : C, C++, Core JAVA

Operating System : WINDOWS 2000/XP

**SUMMER INTERNSHIP**

Coca-Cola Beverages Private Limited

Title: Market **strategy of Coca Cola**

* The objective was to study and analyse consumer preferences, understanding the distribution strategies and getting insight of selling of Coke products to consumers.
* It included formulating the promotional strategies for Coke products.
* Collected primary data with the help of structured questionnaire from all retailers & consumers in Dehradun and analyse consumer behaviour at the time of buying cold drink.

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**Achievements**

* Qualifier of Regional achiever club(RAC) of LifeCell in 2012 & 2015,2016.
* Achieved best performance award in Lifecell as an RE in 2012
* Awarded 100% target contribution award in Unistem Biosciences.
* Converted 2 Major Hospitals(Grover Hospital, Genesis Clinic) for Unistem Biosciences.
* Achieve two times 110% target consecutively for 2 months (Sep and Oct 2015) &(July and Aug‘2016)
* Started operation in Kumaun Region from zero and now set up it to 15.



**Extra-Curricular Accolades**

* Captain of school basketball team at regional level.
* School Level Player in basket ball and table tennis.
* Participated in cultural program at Republic Day Parade in 2002.
* Participated in Debates & Cultural programmes.



**Date of Birth:**01/07/1988

**Languages Known:** English, Hindi, Kumauni.

**Hobbies**: Playing Basket Ball and Cricket, Listening Music, Traveling.