Pritam Lodh

Contact

**Address:**

Aspira Residency, 103/91 R B Road Birati, Kolkata -700051

**Phone:**

+91-7003372215

**Email:**

pritamlifescience@gmail.com

**Skill Highlights**

Sales and marketing strategies

Managing sales and marketing operations, ensuring accomplishment of set business targets

Sales and marketing

Brand building

Project Management

**Languages**

English

Bengali

Hindi

Education

MSc in Biotechnology

BSc in Biotechnology

MBA : Pursuing

Hobbies

Travelling

Cooking

Photography

Summary

Performance-oriented sales Manager offering exceptional record of achievement over 9-year career. Tenacious manager with strategic and analytical approach to solving problems, bringing in customers and accomplishing profit targets. Talented in identifying and capitalizing on emerging market trends and revenue opportunities. Persuasive sales professional offering extensive hands-on experience prospecting for new clients in new markets.

Experience

**Sales Account Manager: 2019-07 - Current**

**Bio-Rad Laboratories India Pvt Ltd, Kolkata, WEST BENGAL**

Directed work of efficient administrative team maintaining accurate sales, Inventory and order documentation

Monitored customer buying trends, market conditions and competitor actions to adjust strategies and achieve sales goals

Anticipated clients' needs by staying in touch on regular basis

Negotiated prices, terms of sale and service agreements

Built client relationships by acting as liaison between customer service and sales teams

Maintained high standards of customer service by answering pricing, availability, and use and credit questions accurately.

**Manager (Genomics Instrument Sales & Application): 2018-05 - 2019-06**

**Imperial Life Sciences Pvt Ltd, Kolkata, WEST BENGAL**

Handling Technology: Oxford nanopore, Nanostring Technology, Agena Bioscience, 10X Genomics, Bionano, Affymetrix .Lead Generation End to End solution, Positioning of products, Sales Application, Business development.

**Genomics Manager: 2016-04 - 2018-05**

**Agrigenome Labs Pvt Ltd (Subsidy of Scigenom Labs), Kolkata, WEST BENGAL**

Managing the Genomic Business of Scigenom Labs ltd in West Bengal, North east (Full). Marketing of Next Gen Sequencing, DNA Sequencing, bioinformatics, Genetic Testing (especially in hospitals). Inquiry generation from specially customized project after discussed with client and support them accordingly.

**Genomics Manager: 2015-03 - 2016-03**

**Eurofins Genomics India Pvt Ltd, Kolkata, WEST BENGAL**

Uncovered and qualified prospects and sales opportunities in targeted markets using external resources Product development, arranging Seminar & Conference , B2C marketing ,B2B marketing , Managing the Genomic Business of Scigenom Labs ltd in kolkata,orissa , Bihar,Jharkand and North east (Full).

Marketing of Next Gen Sequencing, DNA Sequencing,

Bioinformatics, Genetic Testing (especially in hospitals). Inquiry generation from specially customized project after discussed with

Client and support them accordingly.

**JUNIOR PRODUCT MANAGER: 2010-08 - 2011-10**

**UNION DRUG, Kolkata, WEST BENGAL**

Reduced marketing costs by streamlining marketing roles, leveraging communications materials, monitoring budgets, and developing protocol.

Education

Bachelor of Science: **Computer Information Systems** - 2014

**Columbia University**, NY

Certifications

PHP Framework (certificate): **Zend, Codeigniter, Symfony**.

Programming Languages: **JavaScript, HTML5, PHP OOP, CSS, SQL, MySQL**.