**Professional Experience**

**Currently** working with Nursing Next Live, doing B2B & B2C Sales (April 2023 till now) as Sr. Business Development Manager (Pan India Market).

 **Jaypee Brothers Medical Publishers Pvt. Ltd. (Nov 2021 till 2023),** Working as Sr. Sales manager for DIGINERVE (Edu Tech Division).

* Appointed for North India Region: sales and Marketing for DIGINERVE
* Currently working on Business to Customer profile (B2C)
* Appointed & handling 4 team members for North India (110Medical colleges)
* Major target audience are students for individual subscription and library for other subscription models.
* Attending Seminars, class presentations, college fests, group presentations in Hostels for DIGINERVE. Arranging online presentation with medical students
1. **L. Overseas Pvt. Ltd. Delhi** (Oct 2019 till Nov 2021) Company is engaged (Agri commodities) in milling and shelling of rice

• Responsibilities includes Merchandising/Business Development of new international client base • End to End B2B Sales & Digital marketing • Responsibility includes Top market coverage for Basmati Rice in Iran, Iraq UAE, Mauritius, Kuwait, Qatar • Successfully expending hands for 100% broken white Rice in China market • Handling Custom Documentations for Export (sound export procedure knowledge)

**Star Educational Books Distributor Private Limited as General Manager Sales, India & Africa Continent\_ (April 2019 till June 2021)**

* Market cover Africa continent and pan India for Braille related books and other Materials and academic books
* Created a robust suite of products and solutions for Branch Managers and a territory Managers
* Handling Production related to books development & author coordination
* Liaising with government universities and libraries

**Co-Entrepreneurship Sarvik International Books Distributors –(June 2017 till March, 2019)**

* Carrying out distributorship of higher academic books.
* Supply books to major government universities and libraries (North India)
* Managed a team of content creators, business development and sales professionals, pre-sales professionals, Business Solution Experts.

**Summary-**

* Endowed with the passion for winning evinced through **17+ years** of experience in both Domestic and International Sales in driving revenue growth and profitability for employer
* Decisive problem solver able to execute innovative solutions and process improvements to meet defined business goals.
* Well versed with the concepts of Setting Marketing Strategies, Customer Relationship and Market Analysis.
* Highly versatile and able to quickly master new roles, responsibilities and technologies.
* Possesses strong interpersonal, coordination & analytical skills.

**Core Competencies**

Identifying opportunities, developing focus, and providing tactical business solutions, Core strengths include but not limited to

* Strategic Analysis & Planning
* Client/ Business Relations
* Overseas Sales & Marketing
* Advertising/Promotions
* Regulatory Compliance
* Team Building & Leadership

**Praveen Prakash**

Phone: +91 9650814420

Location: Delhi, India Email: **praveenprakash.jp@gmail.com**

**Extramural Engagements**

* Social Networking
* Professional Association on LinkedIn,
* Face book, Twitter

**Technical Exposure**

* MS office (Word, Excel & Power point)
* Tally Software

**Academic Background**

* Bachelor of Commerce from Delhi University
* Delhi University (2004)
* Higher Secondary Education (2000)
* ASVJ School, Delhi
* Secondary Education (1998)
* Bal Bhavan Public School, Delhi

**Personal Details**

Father`s Name: Late Shrikant Mishra

Marital Status: Married

Sex : Male

D.O.B : 27 July 1981

Passport No: Z3002590

**Scientific International Pvt. Ltd. India (June 2016 till March 2017)**

**General Manager (Export)**

Responsible for market share of **Middle East** (Dubai, Saudi, Iran, Egypt, Jordan and more) **South East Asia** (Philippines, Indonesia, Singapore, and Taiwan) **Africa Continent** (Mauritius, South Africa, Sudan, Ethiopia) & **Russia and Kazakhstan** (Central Asia)

Handling the export and distribution channel of the company. Successfully got adoption of own titles in public universities. Introduced the new channel of distribution to grow market.

**Jaypee Brothers Medical Publishers Delhi India (July, 2008 till March 2016)**

**Senior Regional Sales Manager (International)**

Recruited to lead the start-up of below regions-

* Middle East and Africa continent, South Africa and East Europe. South East Asia and central Asian countries

**Responsibilities:**

* Responsible for print and online publication. Identifying Profitable new alternative distribution points & local representatives.
* Managing **complex online consortium** MOH (Ministry of Health) in various countries. Attending book fairs, arranging exhibitions

**Sales Accolades**

* Joined as **Assistant Sales Manager** July 2008 and **Achieved 4% surpassed sales after** one year of my joining.

**First Promotion 2010: Sales Manager**

* Achieved **35% surpassed sales** in the same year with M.O.H. (Ministry of Health) Central Consortium (online) sales.

**2nd Promotion in 2012: Regional Sales Manager**

* Achieved **19% surpassed sale** in the same year.
* Directed regional sales initiatives targeting and penetrating single and multi-side accounts that included all major distributors.

**Ane Books Private Limited, Delhi (August 2007 till July 2008)**

* Initial market coverage Delhi NCR. After 6 months, Sales Executive- Market handling for Jaipur and Punjab location
* After 3 Months, Senior Sales Executive – Market Handling for entire North India. Handled trade Institutions