

# Curriculum Vitae

## Arya Krishnan Geetha Devi

Biomedical Sales, Service & Application Engineer

6+ years of total experience

Valid UAE Driver's license

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## Career Objective

Dynamic, motivated and ambitious individual with experience in various fields such as sales, marketing, application & Service seeking a challenging and rewarding position in a growth oriented organization where my technical and interpersonal skills can be utilized to attain organizational and personal goals.

## Skills

Sales & Marketing | Biomedical application | Installation & service | Demonstration | Product specialization | Negotiation | Critical Thinking | Communication & presentation | Client handling | UAE Market knowledge

## Work experience

### **Spec Brite Group | Aug 2022- Present**

#### Sales, Service & Application engineer

- Developed strategy to introduce and conduct sale of Medical Equipment based on new technology in the market.
- Introduced the device to various professionals in the field of medicine through webinars, exhibitions, social media and daily visit.
- Developed database with list of Potential clients based on market research and discussion with end users in various disciplines.
- Introduced the device to the potential clients based on database prepared and thus turned 40-45% of the total visits to the next phase i.e., to conduct technical demonstration.
- Comprehensively conducted the technical demonstration of the device and discuss the advantages of the device with end users in comparison with the conventional device.
- Raised valid suggestions from end users to the manufacturer as part of market research and redeveloped the approach of demonstration based on it.
- Skilled in managing equipment servicing.
- Maintained an up-to-date technical comparison chart of competitor brands/devices.

- Conducted profitability study of the device and kept the management aware through weekly team meetings.
- Followed-up with end users and their procurement department to negotiate the price of the device and to obtain purchase orders.
- Coordinated with my logistics team to arrange the delivery of device to the clients.
- collaborated with vendors and suppliers to procure spare parts and manage inventory efficiently.
- Installed the device and trained supporting staff of the end user regarding the device.
- Provide after-sales support and service to the clients.
- Maintaining daily and weekly report of client visits and progress.

## **Mastermed Equipment trading LLC | March 2021- July 2022**

### **Sales, service & application engineer**

- Developed strategy to improve sales by bundling various products from different fields such as Cardiovascular, Dermatology, ENT and Gynecology thereby improving the sales revenue by 18-20% despite being a fresher in the UAE market.
- Extensively used communication and marketing skills with the help of social media platforms to bring in regular clients amounting to 6-8% of the total clients thus ensuring a share of stable income to the company.
- Facilitated and carried out numerous demonstrations for various equipment such as ultrasound machine, cardiovascular machines and other ENT & derma products as part pre-sales.
- Trained qualified healthcare professionals including doctors and registered nurses for various products, post-sales.
- Supervised timely preventive maintenance.

## **Tricore Medical Systems, Trivandrum, India | Aug 2018- Jan 2021**

### **Technical Pre-sales engineer**

- Guided clients to select suitable diagnostic machines such as Immunoassay analyzers, hematology analyzers based on their technical requirements.
- Collaborated with colleagues and manufacturer to achieve pre-installation requirement for machines onsite.
- Supervised timely preventive maintenance for equipment/ machines post-sales.
- Extensively used social media platforms to spread awareness, achieve sales and facilitate aid during the Covid-19 pandemic.

## Education

### B.Tech in Electronics & Biomedical Engineering

Graduated 2019 from Cochin University of Science and Technology

### Higher Secondary Education

Graduated 2013 Higher Secondary Board, Kerala, India

## Training & Certifications

- Ultrasound Devices – Alpinion medical systems, Healcerion, Korea
- Body Composition Analyzer – INBODY
- Pressotherapy-DS Maref
- Sliming Devices – Icewrap and abasfit
- Cardiology Equipment-Cardioline Italy
- Posture analysis equipment – Exbody
- HIFU – Smart sonic

## Products Specialized

### **Cardiovascular**

ABPM | Holter | Touch ECG | Stress Test | ECG Machine | Defibrillator | ECG monitor | AED

### **Otolaryngology (ENT)**

Tympanometer | Audiometer | ENT headlights & Camera | Laryngoscope | ESU.

### **Aesthetic**

Dermatoscope | Laser Machine | Cryogun | Sliming devices | HIFU

### **Gynecology**

Ultrasound Machine | Fetal monitor system

### **Pulmonology**

Spirometer | Portable Ventilator | CPAP

### **Orthopedic |Physiotherapy & Rehabilitation**

Pressotherapy | Inbody | Exbody |Traction device | Physious | ultrasound

## Personal Information

- Full Name – Arya Krishnan Geetha Devi
- D.O.B – 23rd March 1995
- Nationality – Indian
- Languages Known – English, Malayalam, Arabic (basic)
- Visa Status – Spouse visa

## Declaration

I, Arya Krishnan G, hereby confirm and declare that the information furnished above are true and best of my knowledge and I will abide it at all times.