

DINESH ARORA

Dy. CEO & Vice President – PURPLE MICROPORT CARDIOVASCULAR PVT. LTD.



A Dynamic, entrepreneurial sales management leader with over 20 years of success in driving growth of company revenue and improving sales/team performance within a competitive business market. Outstanding record of achievement, account, and contract /rate negotiations.

Excellent communicator with the ability to manage change. Highly organized and extremely proficient in balancing and handling multiple competing priorities within a fast-paced environment. Engaging Sales Associate committed to providing outstanding customer service and maximizing sales. Focused on team support and customer relationship building. Persuasive and friendly individual poised to consistently exceed performance standards and sales targets.

He started his career as feet on street (TM) with Eli Lilly and moved up the ladder. He worked with Boston Scientific for over 12 years in various Leadership Roles. He also worked with Bharti Group in Management Role, working with external partners on building their organization capabilities and leadership team.

His Most recent Assignment was with MicroPort Scientific as Advance Director, Establishing India Business and work on Make in India project & creating road Map to be among the top 5 Players in India.

Dinesh is graduate in Computer Science from Delhi University. He Holds Master's Degree in Management from IMT. He also holds M Phil in Psychology and over 20 Certifications in field of Leadership and Human Behaviour.

Key Responsibilities:



Develop strategic objectives and direction

- Responsible for devising new strategic plans and policies to bring their visions to reality.
- By setting out clear aims and objectives, helps employees and the BoD to better understand upcoming expectations for business growth, both in the short and long-run.



Implement proposed plans

- Direct and oversee the business's overall strategic direction, developing high-quality business strategies and plans that align with both their short-term and long-term objectives.

To communicate their approach across the company so as to ensure that its operations are working in accordance with its overarching strategy, with the end goal of maximising profits, increasing shareholder value, and improving market position.



Budgeting and forecasting

- Set a yearly budget to allocate capital in consideration of factors like net income, cash flow, and the valuation they wish to achieve.
- Coordination with CFO for industry fluctuations in calculating potential expenses, revenue, and profitability for the upcoming year.

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Key Responsibilities



Public relations

- To exemplify model behaviour, with their public values and actions, both good and bad, having a great impact on the reputation of the company.



Tracking company performance

- Derived actionable insights from revenue growth, gross profit margins and cumulative sales used to shape further Key Performance Indicators (KPIs).

To monitoring the market – that involves potential acquisitions or significant regulatory developments in the industry – to helping the company withstand outside forces and progress towards its long-term goals



Communicating with the Board of Directors

- Communicate with board of directors for business decisions through regular board meetings



Establishing working culture

- To create a healthy working culture leading by example.
- To create a positive working environment, sit in line with company values, visions, and goals

To develop and maintain a productive working culture – and a clear set of company values, to better drive consistent, high levels of performance across the whole company.

Key Skills & Core Competencies

- Management & Leadership
- Business Operations & Strategy
- Effective Communication & Delegation
- Adaptability & Determination
- Forward Thinking & Calculated Risk Management