



Dhruv Aneja

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Summary

Strategic leader with 8+ years' experience in operations, supply chain, and product execution across high-growth, multi-market environments. Proven ability to lead teams, align stakeholders, and deliver scalable, business-impacting outcomes.

Professional Experience

Head of Sales and Strategy | Team Mikro | Delhi, India

- **Spearheaded operations and sales strategy for a pan-India dental and aesthetics equipment import and distribution business.** Led end-to-end execution across supply chain, sales, and customer service functions, managing operations across 17 Indian states, and driving performance in a competitive, high-value private practices, chains and hospitals.
- **Built and led a cross-functional sales and service network across India.** Managed a team of 8 employees and 12 dealer partners, expanding operations into 5 new states, and aligning sales and service functions to ensure consistent execution and client experience nationwide.
- **Managed international manufacturer and key opinion leader relationships to drive strategic growth.** Oversaw partnerships with suppliers in Germany, Slovenia, Italy, and China, while nurturing engagement with leading dermatologists and dental practitioners across India, ensuring seamless coordination, product reliability, and long-term commercial success.
- **Led go-to-market strategy for new global medical devices tailored to Indian clinical needs.** Successfully launched and commercialized multiple international products in India, driving adoption through clinician engagement, localized positioning, and execution in a highly competitive healthcare ecosystem.
- **Launched and established a premium German dental microscope in the price-sensitive Indian market.** Drove 45+ installations within 2 years, generating ₹6.75 crore in revenue, and successfully positioned a new high-end brand in a value-conscious segment through strategic targeting, clinical advocacy, and hands-on product deployment.
- **Secured and executed exclusive supplier mandate for high-revenue clinical chains.** Won the exclusive supply partnership for two aesthetics clinics (₹2.5 crore each) and one dental clinic (₹1.5 crore), leading end-to-end execution including vendor coordination, product deployment, and operational launch
- **Established a national Key Opinion Leader (KOL) network to drive product credibility and adoption.** Onboarded 8 marquee dentists and 5 leading dermatologists to advocate advanced product usage, strengthen clinical validation, and enhance brand trust across target customer segments.
- **Sustained customer engagement during COVID-19 through digital initiatives.** Engaged 1,000+ doctors via targeted webinars and virtual sessions, strengthening brand presence, maintaining sales momentum, and laying the foundation for accelerated post-pandemic growth.
- **Revamped repair and service operations to enhance turnaround time and client experience.** Reduced average response time from 5 to 2 days and machine downtime from 10 to 5 days, streamlining service workflows and significantly improving client satisfaction and retention.
- **Restructured distributor territories to improve channel efficiency and market coverage.** Redesigned regional allocations to minimize overlap and ambiguity, enhancing collaboration, accountability, and overall channel performance across key geographies.

Advisory Solution Advisor | Deloitte Advisory | Gurgaon, India

- Created detailed reconciliation reports across 300+ software license reviews, pinpointing potential financial opportunities ranging from \$5K to \$3M per review and offering clients valuable insights into compliance gaps.
- Aided 4 software publishers in reducing risks and recovering revenue by analysing large datasets to identify contractual discrepancies and assess third-party compliance with software licensing agreements.
- Conducted comprehensive evaluations of the client's software utilization and inventory, recommending cost optimization strategies and enhanced asset management procedures, leading to software spend reductions of up to 25%.
- Developed targeting reports, using multi metric analysis, to identify top 100 high-risk third-party entities on behalf of software publishers to focus for compliance evaluations
- Led automation initiatives, streamlining workflows and realizing substantial enhancements in efficiency and uniformity, reducing weekly hours required for routines tasks by 30%.
- Revamped and maintained a global tracker spanning 500+ active reviews, improving visibility and reducing coordination time by 50%, while acting as the main liaison for teams in the US, APAC, and EMEA.
- Led project execution, ensured high quality standards, and focused on team development by supervising and mentoring a team of 6 associates.
- Received multiple client appreciation awards (SPOT and APPLAUSE), in recognition of the outstanding service quality, promptness, and value creation for clients.
- Achieved two promotions within three years by consistently delivering high-impact results, demonstrating strong leadership, and building trusted client relationships.

Education

Bachelor of Technology - Electronics and Communications – *ITM University Gurgaon* | *India*

Accomplishments

- Received multiple client appreciation awards (SPOT and APPLAUSE), in recognition of the outstanding service quality, promptness, and value creation for clients.
- Achieved two promotions within three years by consistently delivering high-impact results, demonstrating strong leadership, and building trusted client relationships.

Certifications

Lean Six Sigma – Green Belt Certification, KPMG
CFA Level 1, CFA institute

Extra-Curriculars

- Enactus ITM University (Social Entrepreneurship), ITM chapter of Enactus worldwide
President (May 2014 – May 2015)
Successfully initiated and implemented Project Kumhar – A twofold project for reviving the dying art of pottery by:
 - Introducing pottery in school curriculum. Bringing pottery and students closer.
 - Innovation in existing pottery products and developing new products like Clay Dustbins.
 - Collaborated with industry leaders to form an efficient business development team.
 - Handled team grants, finances and daily operations.
 - Managed a team of 40+ Students
- 1st position at Social Startup Showcase at Aspire 2013, the national social entrepreneurship convention held at Netaji Subhas Institute of Technology (NSIT), Delhi