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Dr Trust appoints RohitÂ Saini as Vice President- Sales & Marketing

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Nureca Limited, owner of the leading healthcare and wellness brand Dr Trust, is pleased to announce the appointment of Rohit Saini as its new Vice President of Sales and Marketing. Saini brings to the position a wealth of knowledge and an array of experiences in the consumer healthcare industry.

Prior to his current role, Saini was the General Manager Sales and Marketing (India and Sri Lanka) at Omron Healthcare India Pvt Ltd. During his tenure, Saini successfully lead a team of Sales and Marketing professionals across the Indian market. He was responsible for India Subcontinent P&L growth strategy with distribution of the KPIs, he also devised 'Above the Line' and 'Below the Line' marketing strategies along with a 360 degree integrated marketing approach for Omron Healthcare. He brings over 19 years of experience. He has also served Coca Cola, Barry Callebaut, a Swiss Multinational and Ferrero India.

Aryan Goyal, CEO and Co-founder, Nureca, says he and Saurabh Goyal, Managing Director, are delighted to have Rohit join Dr Trust. "Rohit's background in sales, customer management, merchandising, business development and research coupled with his outstanding interpersonal and communications skills will ensure that Dr Trust enjoys continued success, leads the health and wellness sector and is well positioned to take on new opportunities."

Additionally, Saini's extensive sales background and business development skills should help Dr Trust strengthen channel partnerships, develop strategic alliances, expand our global and national sales presence and team building."

"I am very excited to be a part of the Nureca leadership team," said Saini. "I look forward to building upon the company's current successes and focusing on growing revenue rapidly."