Profile:

·         Dedicated & Committed professional with 25 years of experience in Sales & Marketing, Businesses Development , Distribution, Marketing Department

·         Strategic innovator focusing on profitability and developing industries best policies currently working as General Manager with Nancydale Pharmaceuticals.

·         Change catalyst with competencies in Business Development with leading players in the industry towards business expansion, profit generation and deeper market penetration.

·         Skilled in tactfully handling sensitive situations

v  Pharmaceuticals - Sales and Marketing
September 1993 -  Till date.

Core Competencies
·         Administration –Growth management - Business development – Vendor management / development – Relationship management – Warehouse operation – Brand promotion -Cost reduction – Market research – Strategic sales planning – Management control system.
Role Played:
·         Conceptualizing and implementing sales and marketing policies/principles and tracking systems for various functional areas while ensuring compliance with business standards and procedures.

·         Heading controllership, reporting to Vice President , Monitoring.

·         Defining sales objectives, designs and implement systems, policies and procedures to felicitate sales achievement.

·         Instrumental role in steering revenue generation.

·         Mentoring the team on various operational matters and products to guide them towards successful outcomes and attainment of business objectives and targeted revenues.

·         Grabbed the opportunity to drive the joint venture with Lyka Laboratories.
Key Skills:

·         Expertise in structuring sales and marketing plan.

·         Expertise in Office Administration.

·         Dynamic Sales and marketing professional.

·         Keen strategist with strong business acumen in designing and implementing corporate policies and procedures to meet company’s long and short term business needs and enhance operational efficiency of the organization.

General Manager -Sales & Marketing - Nancydale Pharmaceuticals – Coimbatore, Tamilnadu.
April 2015 - till date

@ Initiated the revenue generation across products and regions and ensure yields across products through Regional Managers and Marketing Managers. @ Ensured quality of distributor activities and sales force across regions. @ Implemented billing targets at all India level. @ Streamlined the Marketing and Sales and works through Marketing Managers and Regional Managers to achieve revenue and brand objectives. @ Prepared business plan on business design, structure, process and objectives. @ Periodically reviewed distributor’s performance through Regional Managers and check on gaps in performance and seek reasons and actionable steps to close the gaps.@ Conducted effective and accurate market survey and apply this information to increase market share. @ Conducted regular meetings with sales team to discuss target status, product training and sales strategy. @ Conducted training seminars as per the requirement of regions. @ Monitored and analyzed all marketing and sales reports received from regional offices. @ Ensured all approvals related to institutions and other Government authorized bodies are made in a proper and timely manner. @ Prepared and launched new products to the assigned market(s) with cooperation of the respective regions. @ Motivated and monitored the activities of sales representatives in Mumbai branch office on marketing and sales activities. @ Coordinated with administration, commercial and factory departments to ensure timely orders and smooth functions of systems. @ Updated management on business process and operating plan and profitability.

Business Development Manager - Hetero Healthcare Ltd - Mumbai
April 2009 - March 2015

@ Formulated the sales objectives both short term and long term in consultation with the marketing department and GM - Sales. @ Prepared sales plan to implement the sales objectives. @ Listed down and grouped the activities in to Jobs and positions. @ Coordinated with other departments and GM-Sales so as to attain corporate objectives through the sales objectives. @ Informs GM - Sales about the progress and the sales functions. @ Measured the performance against the budgeted figures and takes the corrective steps. @ Controlled the sales performance, sales activities and expenditure.

Divisional Sales Manager - Hetero Healthcare Ltd – Cochin.
Nov 2004 - March 2009

@ Increased the sales volume. @ Controlled the expenditure and maintained a sales force turnover rate. @Directed the sales force for training and development.@ Key contributions to developing new business and revenue streams. @ Customer value maximization. @ Relationship development. @ Customer need identification. @ Preemptive business response to competitor strategy.

Regional Sales Manager - Hetero Healthcare Ltd – Chennai.
June 2000 - Nov 2004

@ Developed the individuals within the team and compensate them in such a way that they perform well. @ Sets the performance status and undertakes performance appraisal. @ Performed supervisory and controlled warehousing functions and depots.

Area Sales Manager – FDC Limited – Coimbatore, Tamilnadu.
April 1996 - May 2000

@ Defined my team member's objectives. @ Listed out the activities necessary to carry out these objectives. @ Carried out in field training. @ Provided coordination and control. @ Played a vital role in redressing the grievances of the trade.

Medical Representative – FDC Limited – Coimbatore, Tamilnadu.
Sep1993 - March 1996

@Served the existing customers by maintaining a relationship with them and filling up their needs related to our business. @Identified new customers. @Carried out the selling task in order to attain the goal. @Implemented the sales strategies perfectly so that the trade sell the company's products line. @Motivated the trade to keep our product line in stock. @ Kept the trade informed about our product line and changes there in.

Personal Info
·         Date of birth

22nd December, 1965

(53 years, -  as on December, 2018)

·         Education

Bachelor of Science – Physics (1991)

·         Salary Expected

As deemed fit.