**VIKRAM**

**VIKRAM.361475@2freemail.com**

Seeking senior level assignments in P & L Operations with an organisation of high repute

**PROFILE SUMMARY**

Over 16 years of experience in Sales & Marketing, Business Development, Channel Management, New Products Development, Brand Management, Strategy Planning, Budgeting, Promotion & Team Management in Pharmaceutical industry. Adept in managing business operations and expertise in determining company’s mission & strategic direction as conveyed through policies and corporate objectives. Adroit in handling business development, identifying & developing new markets, guiding lead generation and client retention activities. Adept in business & market development, product positioning and channel expansion.

Developing marketing strategies for building consumer preference & driving volumes, evolving market segmentation and penetration strategies to achieve targets. Possess ability to streamline systems and enhance operational effectiveness and meet operational goals within the cost, time & quality parameters. Decisive leader with successful track record in directing towards original concept by implementing diverse market dynamics.

**CORE COMPETENCIES**

* Driving sales initiatives & achieving desired targets with overall responsibility of exploring marketing avenues
* Developing new markets for promoting products, conducting competitor analysis by keeping abreast of market trends & competitor’s to achieve market share metrics
* Formulating & implementing strategies / policies and reaching out to the unexplored market segments / customer groups for business expansion
* Identifying and networking with financially strong & reliable channel partners, resulting in deeper market penetration and improved market share
* Handling demand forecasting & managing inventory and ensuring optimum inventory levels with channel partners to ensure timely deliveries to the customers
* Strengthening relationships with Medical Fraternity / Opinion Leaders, thereby ensuring high customer satisfaction by providing complete product support

**ORGANISATIONAL EXPERIENCE**

**SINCE DEC 2015 TO TILL DATE VITAL CARE PVT LTD. As Area Sales Manager**

Area of operations Baroda,Surat & Navsari h.qs

* Supervising the development of distribution channel for covering urban and rural markets and ensuring return on investment & payment
* Handlingplanning of inventory & logistics for managing right mix quantity, near expiry stock and control demand stocks

**Since Aug-14- DEC 15 TIDAL LABORATRIES PVT LTD. Bardoda as Area Sales Manager**

Area of Operations Baroda, Nadiad & Godhara

**Role:**

* Supervising the development of distribution channel for covering urban and rural markets and ensuring return on investment & payment
* Handlingplanning of inventory & logistics for managing right mix quantity, near expiry stock and control demand stocks

**Dec-13- july14 ORDAIN HEALTHCARE GLOBAL PVT LTD(CARDIAC AND DIABETIC DIVISION). Baroda as Area Business Manager**

Areas of Operations: South Gujarat-Surat, Vadodara & Vapi

**Role:**

* Supervising the development of distribution channel for covering urban and rural markets and ensuring return on investment & payment
* Handlingplanning of inventory & logistics for managing right mix quantity, near expiry stock and control demand stocks

**Jul’11-NOV13: Cosme Farma Laboratories Ltd., Baroda as Area Sales Manager**

Areas of Operations: South Gujarat-Surat, Vadodara, Nadiad, Dahod, Anand & Vapi

**Accomplishments:**

* Achieved 10-15% less escalation in business and profitability in one year.
* Holds the credit of managing accounts of Distributors (stockiest) & Doctors.
* Successfully implemented the initiatives to motivate partners (M.R.) Stockiest, Doctors, through contests / incentive schemes for increasing sales to the profit.
* Organized product promotions through meetings, detailing folder, camps and providing schemes for specific demanded product.

**Mar’04-Jun’11: Teleflex Medical Pvt. Ltd., Ahmedabad as Regional Sales Executive**

**Accomplishments:**

* Successfully developed business from all important hospitals across 3 states i.e. MP, Chhattisgarh & Gujarat
* Responsible for handling product promotions through meetings, folder, stall, leaflets and provide schemes for specific demanded product.

**PREVIOUS EXPERIENCE**

**Jun’01-Feb’04: Torrent Pharmaceuticals Ltd. (PSYCAN Division), Vodadara as Medical Representative**

**Accomplishment:**

* Received incentives from time-to-time in Torrent pharmaceuticals ltd.

**Jun’99-Apr’01: American Remedies Ltd., (Dr. Reddy Laboratories) Vodadara as Medical Representative**

**EDUCATION**

* Certificate in Computing from IGNOU in 2000
* Course in Medical Terminology from Cyber Nation, Vodadara in 2001
* Bachelors in Statistics from M.S University in 1999

**BEYOND CURRICULAR**

* Actively participated in News Reading in School
* Holds the merit of receiving certificates for the following:
* Secured 1st Position in Group Song Competition
* Stood 2nd in Indoor Carom Competition in Statistics Department
* Stood 1st in Khokho competition in School
* Obtained 1st position in Debate Competition

**SOCIAL ENGAGEMENT**

* Served as active member of Rajput Mahasabha Society & involved in CSR activities

**PERSONAL DETAILS**

Date of Birth: 20th Nov’1976

Languages Known: Gujarati, Hindi, English and Marvari

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