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**Senior Managerial Assignments**

*Offers expertise in General Management; directing Pharma Sales & Marketing; proven ability in capturing new & emerging Markets and handling Sales force development*

**Career Abstract**

* Innovative professional with **over 11 years** of progressive management expertise with demonstrated skills in initiative, creativity and success in the domain of Marketing & Business Development.
* Presently associated with **BITS (SONY MEDICAL EQUIPMENT) , Abu Dhabi** as **Sales & Marketing**

**Executive.**

* Adept in managing business operations with focus on top-line & bottom-line performance and expertise in determining company’s mission & strategic direction as conveyed through policies & corporate objectives.
* Strong organizer, motivator, team player and a decisive leader with successful track record in directing from original concept through implementation to handle diverse market dynamics.
* Deft in handling all specialties like Gynaecology, Dentist, GP, Orthopaedics, Cardiology, Diabetologist, Physician, etc.
* Proficient in developing & streamlining systems with proven ability to enhance operational effectiveness and meet operational goals within the cost, time & quality parameters.
* An enterprising leader with proven abilities in leading teams towards the achievement of organisational goals and industry best practices.

**Career Contour**

**BOHRA I T SOLUTIONS (SONY Medical Products), Abu Dhabi** **Since Mar’11**

**Sales & Marketing Executive**

**Claris Lifesciences Pvt. Ltd., Baroda** **June’10 – Mar’11**

**Area Business Manager**

**Cadila Pharmaceuticals Pvt. Ltd., Baroda** **Sept’08 – June’10**

**Area Business Manager**

***Proficiency Forte’***



**Strategic Planning**

**Business Development**

**Sales & Marketing**

**Project Management**

**Market Analysis**

**Channel Development**

**Relationship Management**

**Team Management**

* Formulating long term / short term strategic plans and budgets to enhance sales, conducting negotiations & marketing operations thereby achieving increased sales growth across region.
* Mapping requirements and providing best solutions involving evaluation and definition of scope of project and finalisation of project requirements.
* Preparing presentation & proposals for new projects based on site visits, study of client’s requirement to be acquired for negotiation & finalization of contracts.
* Exploring new markets for promoting products; conducting competitor analysis by keeping abreast of market trends & competitor to achieve market share metrics.
* Driving sales initiatives & achieving desired targets with overall responsibility of return on investment and exploring marketing avenues to build consumer preference and drive volumes.
* Analysing business potential & plans to drive channels for attaining sales targets, supplementing turnover and achieving desired targets.
* Conceptualising and implementing sales promotional activities as a part of brand building & market development effort.
* Building and strengthening relationships with key accounts, medical fraternity and opinion leaders, thereby ensuring high customer satisfaction by providing them with complete support.

***Notable Credits as Area Sales Manager***

* Successfully secured the targets and identified the new markets.
* Significantly involved in growing sales of Pharmaceutical and other company’s medical products by developing relationships with the doctors and creating marketing programmes to promote products services to the community.
* Pivotal role in organizing appointments/meetings with community and hospital-based Healthcare Staff.
* Instrumental in demonstrating & presenting products and services to the Healthcare Staff including Doctors, Nurses, Pharmacists, etc. and undertaking relevant research and maintaining detailed records.

* Played an active role in preparing presentations and attending/organizing trade exhibitions, conferences and meetings with the delegation directed by the Sales Manager in managing budgets.
* Steered efforts for driving focussed revenue growth as assigned by the Sales Manager.
* Efficiently & effectively & motivated the subordinates to find new customer with different strategies.
* Accredited for being the 1st out of top 10 seller in India in 2004 and scored 2nd place mpower management training for Area Sales Manager with Biological E Ltd.

***Claris Lifesciences Pvt. Ltd.***

* Holds the credit of increasing 29% annual revenues in 2010.
* Stellar role in launching new product assigned in regions to increase brand awareness and successfully increased the product wise sales.
* Significantly built and managed sales tracking and analytics campaigns also applied budgeting skills to reallocate marketing strategies to increase site traffic.
* Efficaciously promoted brand loyalty through the management and expansion of a customer reference programme which also served to develop market intelligence.
* Effectively maintained relationship with the Dialysis Centre Technicians and ensured business.
* Actively participated in 41st Annual Conference of Indian Society of Nephrology (ISNCON) at Daman (Gujarat) 2010.

***Cadila Pharmaceuticals Pvt. Ltd.***

* Fortuitously travelled 50% of the time in the assigned territory to provide project oversight and facilitated the streamlined execution of strategies to generate leads for overall sales that contributed to the company’s improved market share position.
* Pivotal role in negotiating all types of product viz., Hem Tonic, Painkiller, Antibiotic, Nutritional, PPI, Diabetic which increased the inside sales productivity by 50%.
* Steered efforts for negotiating all efforts associated for the growth of the territory.
* Successfully launched POLYCAP (first time in India single pill solution for cardiac patient) and 5 other product with Cadila pharmaceuticals.

**Preceding Tasks**

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| --- | --- | --- |
| Biological E Ltd., Rajkot | Area Business Manager | Nov’02 – Sept’08 |
| Lark Laboratories Pvt. Ltd., Baroda | Medical Representative | Oct’01 – Nov’02 |

**Academia**

* MBA (Marketing -Distance Learning) from Sikkim Manipal University in year 2011.
* B.Sc. (Chemistry) from Gujarat University, Ahmedabad in year 2001.

***IT Skills: Well versed with MS – Office and Internet Applications.***

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|  | **Personal Profile** |
| Date of Birth: | 16th October, 1978 |
|  |  |
| Nationality: | Indian |
|  |  |
| Marital Status: | Married |
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| Languages Known: | English, Hindi and Gujarati |
| Location Preference: | UAE, Kuwait, Oman & Qatar |