**CURRICULUM VITAE**

**RAVINDER**

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**Objective:-**

I am a result oriented Pharmaceutical sales and marketing professional with over 24years of experience in U.A.E and India. I am looking for an Area Manager Role with a leading Pharmaceutical company in the U.A.E / G.C.C region.

**Skills:-**

* Excellent relationship with Doctors and Hospital in U.A.E and India.
* Consistent results in achieving sales targets of various products categories example: Cardiology, Gynecology, Pediatric, Critical Care, Nephrology, Gastroenterology, Physician, G.P, Dermatology, and Oncology.
* Experience in launching new products
* Ability to build and manage strong sales team by coaching, motivating and developing teams.
* Excellent communication and people management skills.
* Great understanding and knowledge and language of pharmaceutical products.

**Professional Experience:-**

**Seha Pharmaceuticals, Dubai, U.A.E. Dec. 2016 – Present (Area Sales Manager)**

* Launched Seha Pharmaceuticals. Responsible for Dubai area and managing a team of 5 executives.
* Launched Lupron independently across the hospitals and grew the business from Zero to AED 75000 per month within 5 months of launch and across 7 hospitals.
* Doubled the per capita per month (PCPM) of each executive to achieve an average of AED 40000 per capita per month (PCPM).
* Build a network of marketing our products to over 1300 well-established doctors in Dubai and adjoining areas.
* Negotiated contracts with Key opinion holders in all major hospitals to create win win agreements. This resulted in our company being chosen as the third provider in various hospitals. This is a very big achievement for a new company which had been operating for less than 2 years.
* Executed availability of new launching products to pharmacies representing with the hospitals within 3 months.
* Built and developed an eco-system of community-and hospital-based healthcare staff.
* Met both the business and scientific needs of healthcare professionals.
* Promoted products to all specialties of Doctors and Pharmacists.

**Commercial Bank of Dubai, Dubai, U.A.E. March 2015 to Dec. 2016 (R.Off.)**

* Relationship Officer Bancassurance Sales - Personal Banking.
* Met my budget targets month on month. On an average delivered 110% on the target. Earned Incentives every month
* **Achieved 148% in the Month of July 2015 and was rated Top among 3performers.**
* Prospected clients and generated new leads through references. Assessed the client needs & provided them with customized solutions for various types of clients
* Provided insurance plans quarterly, half yearly and yearly basis to avoid claw back.
* Provided support to the settlement of claims of my clients

**Previous Employments / Designations (Domestic)**

**Precision Pharmaceuticals Pvt. Ltd. Apr 2012 to May 2014 (Manager Sales)**

* Launched multiple products for the Company in North area including Punjab, Chandigarh, Jammu & Kashmir
* Recruited a team of 3 Area Managers and 15 Medical Representatives. Appointed CFA’s each in Punjab and J & K state along with stockiest of the respective territory.
* Built a well thought out incentive scheme for the Field staff. Overturned a demoralized staff to achieve a 120% achievement over a one year period.
* Both field staff and lined managers earned minimum of INR 2000 per month apart from salaries and maximum incentive earned was INR 5000 per month.
* Negotiated contracts with KOL of medical staff along with Hospital staff and got success in making product availability inside the hospital. Out of 10 Products 4 products got entry level inside the hospital with the recommendations of Doctors. It was a big achievement and success story for the company.
* Ensured strategies are aligned with corporate directions and vision. Joint working with Team members and Managing budgets. Reviewing sales performance. Meeting the sales Target was mission for each individual.

**Orchid Chemicals & Pharmaceuticals Ltd. Sept. 2010 to March 2012: (RBM)**

Chennai based leading Healthcare Company having Critical care product range, enjoying leadership position in the export business.

* Managed sales targets for Punjab, Chandigarh, Jammu & Kashmir and Haryana area and Managing with a team of 4 Area Managers and 20 medical Representative.
* Re-launched Critical Care division and reversed the repositioned region from bottom nationally to a respectable position in 12 months of my joining. Yearly achievement was 105% of the target.
* Led, Managed and the retention of the field staff. Trained, coached and facilitated a program for the sales Team.
* Launched Third generation Antibiotics. Created an activation plan to build awareness and sampling
* Managed budgets. Reviewed sales performance on a weekly budget. Built action plans to deliver the sales targets.

**Kotak life Insurance Aug. 2009 to Sept. 2010 (Manager)**

* Built a team of strong agents, provided them with support to close the open leads. Generated new leads coached the agents on products, process and soft skills. Created long term relationship our client base
* **Top performer across India. Production of INR One Crore plus business, created MDRT for the same.**

**Max New York Life Insurance March 2007 to April 2009 (Manager Sales)**

* Recruitment and development of Agent Advisors. Did joint calls with the recruited Advisors.
* Achieved month on month budget targets

**ACHIEVEMENT:**

* **Awarded Certificate –Paid case achiever-Achieved 99 paid cases Jan-Mar 2008**
* **Awarded Certificate – Premium winner-Achieved 18.14 Lac Adjusted AFYP Jan-Mar 2008**
* **Awarded Certificate – Recruitment achiever -Achieved 117% recruitment standards Jan-Mar.2008**
* **Awarded Certificate – Activation winner – Achieved 100% July –Sept 2007**
* **Awarded Certificate – Activation winner – Achieved 100% Oct- Dec 2007**
* **Kotak Life Career Express: Did One Crore in First year of Joining and Created MDRT. Topped India.**

**Wockhardt Limited. July 1999 to March. 2007 (Regional Manager)**

Mumbai based pharmaceutical/ Biotechnology companies. Manufacturing plants in India, UK, Ireland, France and US and subsidiaries in US, UK, Ireland and France-with international presence.

* Launched Super Specialty Division in Punjab, Chandigarh, Jammu & Kashmir
* Managed a team of 3 Area managers and 15 medical Representatives.
* Launched biotechnological Products: Insulin First Indian Brand (Wosulin), and Erythropoietin (Wepox). Topped all India in both brands and it contributed 60% of total target achievements aligned with the corporate vision.
* Delivered sales in Trade and Institutional sales.
* Introduced and launched new product lines for the Diabetic Division in Orals along with Nutraceutical Preparations.

**Ranbaxy Lab. Limited Pharmaceutical June 1987 to July. 1999 (District Manager)**

* Started career as Medical Representative in Kashmir territory. Remained consistent performer month on month basis and never missed any incentive. Always achieved more than 100 % target achievements.
* Launched products like Cifran, Revital that are now mega brands in the pharmaceutical industry.
* Promoted to the District Manager based on performance. Now, managed Jammu and Kashmir along with Himachal area. Managed a team of 5 Medical Representative.

**Professional Achievements:**

* M/s.Wockhardt: Topped all India in Biotechnological Products consistently for 3 years**.**
* M/s. Orchid Chemical: Repositioned region from bottom nationally to a respectable position in 12 months of my joining & an achievement 105% of the targetwith field force retention
* Kotak Life: Career Express: Did One Crore production in the first year of joining and created MDRT.

**Academic Qualifications**

* B.Sc. Graduate University of Kashmir

**PERSONAL DETAILS:**

* Driving License : **Holder of valid U.A.E (DUBAI) DRIVIING LICENCE**
* Visa Status : EMPLOYMENT VISA
* Computer Skilled

**References**

Available on request