

# SUMIT SINGH RATHORE

408, F-1 Devi Nagar, New Sanganer Road Jaipur

**Mobile:** 8769388588; **Email:** Sumit\_5577@Yahoo.com D.O.B.- 14 april 1988

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Name> sumit singh rathore

Designation> Area sales manager

Current Company Name> Eris lifesciences ltd

Dear Sir,

This is with reference I am sending my resume

Prosperity of a company may definitely be defined in terms of its smooth production and meticulous planning. This throws up the need of specialized technocrats with capability to integrate these two vital activities generating a profitable proposition for the company

**Qualified professional; targeting assignments in Sales and Marketing; possess zeal to make a mark in the Industry and to further company's objectives and goals within timelines Possess experience in sales, marketing, business development, distribution, client relationship management, coordination, revenue generation and judicious utilization of resources.** Refined understanding of business dynamics & updated market knowledge combined with the talent to amalgamate Sales & Marketing abilities

## **Core Competencies:**

Business Development and Strategy • Sales Planning & Execution • New Product Launch • New Market Development • Brand Management • Publicity & Promotions • Team Leadership

At this stage I find myself to be groomed enough to look outward and explore the possibility of placement at a suitable professional position with higher responsibilities. A tour through my enclosed resume shall familiarize you with the details and I am confident, in my credentials, you would find a perfect fit for the said job. Thanks in advance for sparing your time

Shall much appreciate a call for personal interview

Yours sincerely

Sumit Singh Rathore

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## SALES & MARKETING PROFESSIONAL

*Seeking challenging assignments across pharmaceuticals industries*

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### PROFILE

- Qualified **MBA Marketing & Operations** with outstanding talent in Sales & Marketing and matching high calibre skills in business development.
- Possess **9 years of experience** with knowledge of market sensitivities and dynamics of Pharma industry, possess innate ability to drive sales in any sector.
- Solutions oriented approach with excellent relationship skills, successfully and consistently delivering the responsibilities of revenue generation, profitability, market share and customer satisfaction.
- Self-starter with proven expertise to set up sales operations, establish company brand coupled with excellent track record of driving business operations to profitability in start up, turn around, and high growth situations.

- Strong background in devising innovative strategies for specific product to achieve better market penetration and garner a reasonable market share.

### **Core Competencies**

Business Development ↔ Sales and Marketing ↔ Product Development ↔ Relationship Management ↔ Market Research/ Analysis ↔ Product Launch ↔ Training and Development ↔ Pharma Sales ↔ People Management

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## **PROFESSIONAL EXPERIENCE**

**(April 2011 TO Sep 2012)**

### **ALKEM LAB.LTD (GENERAL DIVISION)**

#### **Medical Representative (Ajmer)**

- Oversaw smooth & scheduled implementation of established standards so as to minimize gaps in actual vs. required standards.
  - Responsible for overseeing all activities related to the promotion of products being sold to hospitals & clinics.
  - Identified & developed locations for new profitable ventures and areas of improvements for revenue generation
  - Retained business by developing relations with key decision makers and ensured compliance with contract terms and payment schedules as per credit control policy of the company
  - Made significant contribution in annual sales by developing key strategies for business development. Travelled extensively in the territory to generate business form Key accounts
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### **GLENMARK PHARMACEUTICALS LTD (CARDIO-DIABETIC DIVISION)**

**(Oct 2012 to Jan2017)**

#### **Field Sales Officer (Ajmer)**

- Developing strategies for enlarging the core market base of the company based on market research data, along with handling Electronic and Print media.
- Conceptualizing, planning and implementing processes to drive business volume growth development.
- Responsible for sales and business development activities in the region along with handling the task of budgeting for the marketing department.
- Developing a competitive business development and sales strategy, uncovering/ creating new opportunities, identifying dynamic and flexible solutions and managing account activity.
- Building cordial relationship with customers through regular interactions & apprising them with company's value propositions

- Regularly meet medical professionals, stockiest, chemists and doctors of leading hospitals for brand development and generating new business.
  - Design & implement marketing activities such as corporate get-togethers, seminars, symposiums, live workshops, Continuous Medical Education (CME) programmes, camps, doctor's meets and conferences for enhancing brand visibility/ coverage & reach.
  - Organize and conduct medical educational programs, Health check-up camps and Awareness programmes for the consumers.
  - Carried out the task of persuading reputed doctors to use the products, leading to revenue growth
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**MEDMANOR ORGANICS PVT. LTD. (GENERAL DIVISION)**

**(Feb 2017 To Feb 2019 )**

**Area sales manager (Jaipur)**

**Area covered:- Jaipur,ajmer,sikar,Alwar,Bhilwara**

- Reaching the target and goals set for area
  - Establishing, maintaining and expanding customer base
  - Increase business opportunity through various route to market
  - Maintaining and increasing sales of company product
  - Developing the team member
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**SYNCHEM PHARMACEUTICALS PVT. LTD. (GENERAL DIVISION)**

**( NOV. 2019 To May 2020)**

**Area sales manager (Jaipur)**

**Area covering:- Jaipur,Dausa**

- Reaching the target and goals set for area
  - developing the team member
  - recruitment of new employee' and give field training
  - find out new territory for business expansion
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## **EDUCATIONAL CREDENTIALS**

**MBA Marketing & Operations (2010)**

Poona School of Business, Pune

**B. Sc. - BIOLOGY (2008)**

M.D.S. University, class - First

**HSC- BIOLOGY (2005)**

Rajasthan Board, Class - First

**SSC (2003)**

Rajasthan Board, Class - Second.

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**TRAINING UNDERTAKEN AS A PART OF ACADEMIC CURRICULUM (MBA)**

Title: "Designing and implementing market strategy plan for retail sales & bulk pack of kingfisher brand packaged drinking water & soda in jaipur market"

Organization: Kingfisher Beverages Pvt Ltd., jaipur

Duration: June 09 - July 09

Synopsis: Undertook Sales Promotion, Market Research and collected Feed Back From Customers

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**EXTRA CURRICULAR ACCOLADES**

- Distinction of having won several prizes for debate Competitions.
- Recipient of silver medal in inter college tournament.
- Awarded as the best player in district Level Cricket Tournament