

DIPENDRA KUMAR SINGH

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BUSINESS UNIT / CLUSTER HEAD - PHARMA / HEALTHCARE / MEDICAL DEVICES INDUSTRY

Distinguished, a Pharma Industry Business Leader, and a Sales & Marketing Turnaround Specialist; comprehensive experience in managing entire value chain of **Sales & Marketing with P&L Responsibility** to enhance ROI and economic Profit for the organization; risen from the ranks, with a never say die attitude to succeed against all odds.

CAREER SNAPSHOT:

- **Experience: 20+ Yrs.** | VP / AVP / BU Head: 8+ yrs. | NSM / SM / ZSM / RSM / ASM / MR: 12+ yrs.
- **Major Companies:** Fresenius Kabi (12+ yrs.) | Cipla (8+ yrs.) | Cadila (Current) | B/Braun Medical | etc.
- **Therapy Experience:** Super Specialty, Chronic Care Specialties viz. Oncology, Nephrology, Rheumatology, Immunology, Ophthalmology, Clinical Nutrition; Anesthesia, Volume Therapy, Critical & Intensive Care, Pain Management, etc.
- **Extensive experience** in managing **pan India** Science Based Patented & Off-Patent Generic Formulation - Rx Prescription Trade Sales, **Institutional** Sales viz. **Corporate** Hospitals & Government Hospital **Tender** Business.
- **Distinction** of launching new Products & Business Units with excellent KOL Management and team management skills.

EMPLOYMENT DETAILS:

CADILA PHARMACEUTICALS LTD, Ahmedabad

since 1st Jul'22 till date

Vice President, BU Head - Oncology | **Business** Revenue: INR 34 Cr. p.a. | Sales & Marketing Team - 43 people

- **Spearheading the Oncology BU; responsible for achieving the top line & bottom line** through effective implementation of sales and marketing strategies with maximum exploitation of market potential. **Member of Corporate Strategy Team.**
- **Working in tandem** with entire sales & marketing team along with HO Support system, SCM & Sales Administration to achieve budgeted target with increase in market share; explore Business opportunities and improve customer coverage.

CIPLA LTD, Mumbai

3rd Nov'14 to 30th Jun'22

Business Unit Head - Super Specialties Business

1st Jun'20 to 30th Jun'22

Senior Director, Sales & Marketing - **Oncology & Nephmune** team | **Business:** INR 250+ Cr. p.a. | **Team:** 228 people

Products: Oncology, Nephrology, Rheumatology & Immunology

Customer Segment: Oncologists, Nephrologists, Rheumatologists, Dermatologists & Pulmonologists

- **Steered the INR 250+ Cr. BU towards achieving both Sales Revenue and enhanced profit margins; introduced new sales & marketing techniques;** developed new activity formats (Unique and Industry's First) which appreciated, accepted and replicated by KOLs, Doctors, Delegates and Industry Peers Maximized the business from Institutional segment.

Business Unit Head - Nephrology & Rheumatology

1st Jan'19 to 31st May'20

Cipla Nephmune | **Business:** INR 52 Cr. p.a. | Sales & Marketing Team - 73 people

Products: Nephrology & Rheumatology | **Customer Segment:** Nephrologists & Rheumatologists

- Led to a substantial growth from INR 26 Cr. to INR 40 Cr. in 1st year and subsequently INR 52 Cr. in 2020-21; Cipla Nephmune Sales & Marketing team became the fastest growing team in IBO with 18 Achievers awards in fold.
- Meticulously managed to get Actemra, Plamumab, Actorise, Etacept & Espogen Brands featured in Rx business.

Divisional Sales Head - Ophthalmology

1st Dec'17 to 31st Dec'18

Geography: All India | **Business:** INR 110 Cr. p.a. | **Team:** 226 people (4 ZBMs, 12 RBMs, 45 ABMs, 165 Therapy Managers)

Products: Anti-Infective, Anti-Glaucoma, Anti-Allergic, Dry Eye | **Customer Segment:** Ophthalmologists

- Successful turn-around of de-growing Ophthalmology division with 26% growth within the 1st quarter itself, established new performance linked process to motivate the team and reduce attrition; maximum internal promotions from the team in the year.

Divisional Sales Head - Nephrology & Rheumatology3rd Nov'14 to 30th Nov'17**Geography:** All India | **Business:** INR 12 Cr. p.a. | Sales & Marketing Team - 61 people | Mumbai**Products:** Nephrology & Rheumatology | **Customer Segment:** Nephrologists & Rheumatologists across India

- Launched and established Cipla Nephrology Sales & Marketing team pan India; achieved INR 3 Crore sales in 1st year and with 400% growth generated sales of INR 12 Crore in 2016-17. Launched Actorise Brand in Darbepoetin market.

FRESENIUS KABI INDIA PVT. LTD.1st Feb'02 to 31st Oct'14**Sales Manager, All India - Corporate, Trade, Institution and Tender Business**1st Jan'13 to 31st Oct'14**Business:** INR 50 Cr. p.a. | **Team:** 59 (1 SM, 4 ZSMs, 4 RSMs, 10 ASMs, 40 Product Specialists / SEs) | H.Q: Pune**Products / Customer Segment:** Nephrology, Clinical Nutrition, Anaesthesia, Oncology covering all Hospitals /Institutions.

- Achieved 105% & 20% growth with PCPM of INR 6.23 lacs in 2013 for Nephrology, the most profitable business of FKIL in India.
- Got recognised and given additional responsibility of leading All India Fresenius Group Institutional business.
- Delivered robust growth and transformed the business; entire team won abroad trip for making Ketosteril, an INR 19 Cr. brand.

Zonal Sales Manager - Corporate, Trade, Tender Business, Eastern Zone, Kolkata15th Nov'08 to 31st Dec'12**Business:** INR 9 Cr. p.a. | **Team:** 29 (1 RSM, 6 ASMs, 22 SEs)**Products:** Parenteral Nutrition & Volume Therapy Products.**Customer Segment:** Critical Care Specialist, Gastroenterology, Oncology, Anaesthesia, Surgeons.

- Registered 32% growth YTD in 2012 with PCPM of INR 3.45 lacs; No.1 team in FKIL India 2008, 2010.
- Successfully executed rural projects in North East targeting Gynaecologist & Surgeons; in Bihar, Jharkhand & Assam targeting Critical Care specialists; Won highest value tender in the history of FKIL for a single product twice.

Regional Sales Manager - Corporate & Tender Business, Delhi1st Jan'07 to 14th Nov'08**Business:** INR 5 Cr. p.a. | **Team:** 11 (2 ASEs, 8 SEs & 1 Product Specialist).**Products:** Clinical Nutrition & Enteral Devices | **Customer Segment:** Critical Care, Gastroenterology and Oncology.

- Registered 36% growth in 2007 with PCPM of INR 4.28 lacs; both years 1 Executive got selected for elite Pharma Premiere Award from the team; achieved Kabiven Trophy & Gold Coins consistently for maximum contribution in national sales.

Area Sales Manager - Corporate & Trade Business, Delhi1st Jul'04 to 31st Dec'06**Business:** INR 2.8 Cr. p.a. | **Team:** 8 (2 ASEs, 6 SEs) | Registered 52% growth in 2006 with PCPM of INR 3.44 lacs; No. 1 Team for 2004, 2005, 2006 consecutively, members won elite Pharma Premiere Award. Awarded as Best ASM, Kabiven Trophy & Gold Coins.**Executive - Hospital Sales, Delhi**1st Feb'02 to 30th Jun'04**Products:** Clinical Nutrition (Parenteral & Enteral Nutrition) & Volume Therapy | Major Account: Sir Ganga Ram Hospital, Delhi; launched Dipeptiven & Kabiven; selected for Super 10 Club & Achievers Club 110%+.**B/BRAUN MEDICAL INDIA PVT LTD, HQ Delhi****Territory Sales Executive**

Mar'2000 to Jan'02

Geography: South Delhi & Haryana | **Therapy / Products:** Surgical Anaesthesia, Clinical Nutrition & Volume Therapy**Customer Segment:** Critical & Intensive Care, Gastroenterology, Oncology and Anaesthesia Specialists.

- Handled Hospital sales, generated prescriptions and managed entire channel network. Awarded as Best TSE.

GROUP PHARMA, HQ Delhi**Business Development Officer**

Sep'99 to Feb'2000

Geography: East & South Delhi | **Division:** Vocco | **Therapy:** Dental | Launched division; generated sales from dentists**QUALIFICATIONS / MDPs:**

- PGDBM**, NIILM-Centre of Management, New Delhi, 1997-99 | **B.Sc. (Life Sciences)**, U.P College, Varanasi, 1994-97.
- MDPs - Strategy Management, IIM Ahmedabad, 2014 | Digital Marketing, INSEAD France, 2021.
- Mini MBA, Darden Virginia University, 2021 | 2 months Digital Marketing Program.

PERSONAL DETAILS:

- Date of Birth: 19th December 1976 | Languages Known: English and Hindi | Ahmedabad / Mumbai, India.