## Rahul Dwivedi, 30, Married Address:

**Mobile:** (+91) 9662421612 **I-201**, **Shukan Status, Gota,**

#### **E-mail:** <bio.rahul@gmail.com> Ahmedabad, Gujarat - 382482

**LinkedIn**: <https://www.linkedin.com/profile/view?id=32593233&trk=nav_responsive_tab_profile>

**Professional Experience:**

**Assistant Manager – Business Development and Project Management**

Lambda Therapeutic Research Ltd - Ahmedabad

(June 2011 - Till Date)

**Responsibilities:**

* Contributing to the Business Development initiatives for the organization, maintaining and creating customer account (domestic and international) with focus of new and repeat business, and ultimately transforming clients as loyal one towards the organization.
* Core responsibility is to establish company’s Services & brand equity across the major global

Pharmaceutical markets including Business Development initiatives in domestic and international markets for research & services

* Creating the themes and campaigns for marketing and promotional tools like brochures,

Presentations, videos and sales collaterals etc.

* Assisting the Executive Director to prepare business budget and maintain/improve upon

budget limitations to meet company’s annual revenue objectives and standards according to

Sales projections as per the sales force.

* Identifying new avenues for business, conceptualizing and developing various business

Models to be marketed to the potential and the existing customers.

* Conceptualize the strategy of creating the visibility of the company by marketing full range of

Clinical research services as a package or stand alone through trade shows, seminars,

Conferences etc.

* Work also as liaison between Global clients and the internal team for successful project execution in order to maintain repeat business for the organization.

**Senior Executive – Clients Servicing**

Jubilant Life Sciences – Noida

(November 2009 - May 2011)

**Responsibilities:**

* Business Development initiatives in local and overseas markets for Clinical Research services,

including operational management.

* Coordination with legal and finance departments for the signing of Confidentiality Disclosure

Agreement (CDA), Master Service Agreement (MSA) , Task orders and Change orders.

* Develop and maintain standard methodology for assessing market opportunities.
* Maintain a current knowledge base of industry information and reference materials and

proactively screen and distribute industry information to internal parties.

* Obtain and package data needed for proposals from the Business Development team and

other internal sources and assisting in presenting the proposal to the customer.

* Maintain sales databases and coordinating with other departments, adding and updating

opportunities as they move through the sales cycle, updating account/contact information and

documenting all planned and completed tasks via CRM system.

**Executive –Business Development & Product Management**

Cadila Pharmaceutical Ltd., Ahmedabad

(January 2007 - October 2009)

**Responsibilities:**

* To provide Key inputs to product managers and the higher management as the part of Product marketing Management Team.
* Meeting up with doctors, hospital chains along with technical people to promote pharmaceutical products. Accountable for Primary and secondary sales along with the sales staff.
* Discuss with retailers and distributors to analyze the market and create a niche for our product.
* Translate ORG Data for strategic decisions for product launching and modifications for existing products
* Prepare strategy after having discussion with key stakeholders for strategy implementation in the market.
* Collect data from Field Force for daily visit with Doctors and analyze the impact of promotion for products
* Conduct CMEs to educate investigators for latest update on therapeutic segment in the market.
* Support in decision to key people for any new inception in the market with respect to change in therapeutic index.
* Discuss with external vendors for leaflet, LDL, Visual aid for better promotion of pharmaceutical product in Indian market.

**Educational Qualifications:**

* Completed MBA in Marketing in 2007 from Amity University with 1st Division.
* Completed B.Sc. 2005 from Kanpur University with 1st Division (Topper in 2nd year).
* Completed HSC from Pt. Gyasiram inter college, Utter Pradesh Board in 2000 with 1st Division.
* Completed SSC from Pt. Gyasiram inter college, Utter Pradesh in 1998 with 1st Division.

**Working Knowledge:**

Product Management Team, Clinical Research, Marketing, Project Management, Brand Strategy, Life Science, Regulatory environment, German Language.

**Software Exposure:**

* MS Office,
* Computer basics, SDLC/ITIL
* CTMS, Vtiger, salesforce.com
* BizNET Software

**Personal Profile:**

Name : Rahul Dwivedi

Date of Birth : 09 Jul 1984

Gender : Male

Languages Known : English and Hindi

Nationality : Indian

Interests and activities : Net Browsing, Music

Strength :Diligent, Adaptive, Sincerity.

#### **Declaration:** I hereby declare that the details furnished above are true to the best of my knowledge and belief.

**Date:**

**Place: (Rahul Dwivedi)**