

SANDEEP UPADHYAY

Ahmedabad, India 382424 | +918980776879 | Sandeepbuilder@gmail.com

LinkedIn: <https://www.linkedin.com/in/sandeep-upadhyay-i24031986>

Professional summary

Accomplished business development professional offering over 14 years of experience in sales, marketing and customer support program. Creative, dynamic marketer and negotiator with proven expertise in winning business and cultivating key relationships through constantly penetrating new market to ensure sustainable revenue growth. Leverages exemplary communication and in person meetings to establish a presence and built a positive brand while fostering continues customer acquisition and engagement. Proficient in market trend analysis, sales forecasting, and profit-generating strategies. Exceptional in change management, team leadership, and cross-functional communication. Skilled in product management, campaign (Project) development, process management, data optimization, partnership building. A strong visionary who drives sales revenue, market share, and profitability through strategic planning, optimizing strategies and relentless customer focus for best results and tracks markets for new opportunities.

Work history

Regional Project (Marketing) Manager

10/2016 - 04/2022

Sanofi – Ahmedabad

- Served as key member of marketing team reporting to director - Diabetes integrated care & strategic initiative-India, china & emerging market to create and lead regional marketing strategical plan & tactics for diabetes portfolio in alignment with national marketing strategy and business objectives, utilizing market research and analysis for three state of western India for top 3 brand of IPM that effectively differentiated insulin portfolio from competitors and addressed customer needs.
- Influenced and lead team of 75 + sales and patients support professional 8 managers and played vital role in increased revenue generation which resulted in getting national award for highest sales two-year in row
- Instrumental in reallocating team members to focus on institutional and retails business leading to increased revenue of 50% from last year from this client segment.
- Handled regional marketing budget of 30M effectively and track performance metrics, using data analytic tool to measure ensure positive ROI and optimize marketing spend.
- Ensured compliance with all relevant regulations and policies related to marketing activities, mitigating any potential legal or ethical issue.
- Lead, develop and innovate both digital and physically patients support programs with cross functional team of councilors and sales (Saath-7 and my dose coach, India's largest and longest chronic patients program) resulting in increased revenue and market share by 90 % in 1000 day.
- Monitor and analyzed performance matrix of the team with a close eye on completion market share and action ate plan for continues, sustainable disruptive growth of mix of portfolio .
- Conceptualized & coordinated high impact sales launch and 1000+ special educational event (CME) through digital and physical medium.
- Leading substantial increase in quality of client engagement by providing timely and effective solution based on identified specific need followed by negotiation and closing large deal with key customers.
- Foster strong relationships with top 150 healthcare professionals, and KOLs & distributors resulting in 50% increased brand awareness, loyalty, and advocacy in ten months.
- Triumphantly inaugurated new insulin product and device (Toujeo, Toustar) and achieved strong market penetration in region by collaboration with sales & cross functional teams (medical, marketing, sales, p.s.p., distribution) resulting in increased revenue and market share by 90 % in 1000 days.

Area Sales Manager

06/2013 - 09/2016

Sanofi – Ahmedabad

- Managed high performing cross functional team of 8 Sales 3 patients support professional to achieve revenue growth and market share for insulin portfolio in central, northern, southern gujrat .
- Expedite national sales strategies in collaboration with team and Exceed sales targets BY 19 % and gain market penetration for insulin portfolio by 12% YOY won MD trophy of excellence.
- Regularly researched and generated new sales opportunities by developing relations with new and existing client through individualized account management.
- Doubled up the sales in two years in gujarat.

- Train and coach 8 sales professional to improve product knowledge and selling skills through on job coaching and to prepare future leadership pipeline.
- Realigning people's responsibilities by giving few people broader role across geographies to maximize skill set .4 team mates promoted for higher role from team.
- Collaborated with cross-functional teams to ensure effective execution of sales and marketing plans aligning compliance policy.
- Monitor monthly, quarterly, annual travel expenditure of team mates in effort to reduce company cost
- Educated 1000+ children 200 + Parents on life style modification and diet ,Through IDF module KIDS (Internationally acclaimed) Kids and diabetes in school.
- Collaborated and Coordinated with 6 internal & external business stakeholders towards successful launch new insulin products (Lyxumia , GLP analogue) successfully and increase market share and revenue.
- Interviewed, hired, develop, trained and lead dedicated and high-achieving sales teams.

Scientific Sales Executive

10/2010 - 05/2013

Sanofi India Ltd – Ahmedabad

- Exceeded sales targets by 22% for Sanofi's insulin portfolio and boosting market share in 5 big cities of Gujrat by 6% and provides growth of 38% YOY.
- Excellently activated new products (Insuman) and indications, and ensuring their widespread adoption by healthcare professionals.
- Set up appointment with potential and current customer provided exceptional customer service and support promptly.
- Crafted and conducted high impactful 100+ scientific programs with KOL to percolate education to other HCPS
- Won national award for highest sales of Insuman for two years in row and taken MS from 1 to 3%in 180 days .Won many awards for highest process alignment and best KPI.

Professional Service Officer

09/2009 - 09/2010

Pfizer – Jodhpur

- Surpassed yearly sales target by 23% for low molecular weight heparin in central and south Rajasthan.
- Developed and maintained relationships with top nephrologist, cardiologist, intensivist and physician, and conducted effective product presentations.
- Received 3 awards from NSM for outstanding performance in sales and KPI.

Sales Officer

03/2008 - 08/2009

British Biologicals – Jodhpur

- Increased territory market share and brand awareness by 5%.
- Surpassed monthly sales objective consistently with mix of performance.

Skills

- | | |
|--|----------------------------------|
| • Resource allocation & Operational excellence | • Strategic business development |
| • Communication and engagement techniques | • Key account management |
| • Revenue enhancement ,P&L management | • Budgeting and forecasting |
| • Patient's Support Program Management | • Competitive intelligence |
| • Turnaround and high growth strategies | • Territory Management |
| • Networking, Customer & Staff relation | • Product Management |
| • High Performance team management | • Contract negotiators |
| • Problem solver- Analysis & Research | • Product Education |
| • S.M.A.R.T. project management | • Adaptability |

Education

Masters of Business administration: Marketing

09/2015

Sikkim Manipal University - Gangtok

Bachelor of Pharmacy: Pharmacy

09/2008

Rajasthan University of Health Sciences – Udaipur

Language

- **English** – Fluent
- **Hindi** – Native or bilingual
- **Gujrati** – Fluent