

Dr. Laxmikant Khushalrao Gode

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A seasoned marketing person with more than 28 yrs of experience in Indian Veterinary Pharmaceutical Industry looking after revenue generation and business development.

A self made professional with work experience at all levels starting from a Representative in the field to heading an independent division.

Has experience in sales and marketing management and allied branches mainly product management, product promotion, training, budgeting and new product launches in Dairy Pharmaceuticals.

Expertise

Product-Brand Management / Budget and PNL / Team Development / New Product Launch / Business Development in Dairy Pharmaceutical industry.

Professional Milestones

- Successfully lead the sales team to achieve new milestones in revenue generation and product establishment.
 - Successfully launched new products to stimulate overall business growth.
 - First in India new products launches which have become brand leaders in respective therapeutic segment
 - Successfully created new business verticals within Livestock Business Unit to improve business operations, field working efficiency and overall performance.
 - Was a core team member for acquisition of the select brands from Zoetis Animal Health.
 - Successfully realigned the acquired brand and existing brands after acquisition of Zoetis products
 - Part of core team of recruitment process and nearly 250 persons were recruited at various levels after acquisition of Zoetis Brands.
 - Implementation of new and innovative brand strategies successfully
 - Part of the core team for cost management which helped to reduce product manufacturing cost by improving packaging in key products. Successfully implemented shrink packing so as to improve packing from the existing to reduce breakages and reduce cost of packing.
 - Implemented hologram in the key products to prevent counterfeiting.
 - Project Director for production of corporate and New Year launch films.
 - Implementation of various wholesaler schemes for business improvement
 - Successfully lead Rajasthan team in 1999-2000 for sales while working as Product Manager.
 - Training of field Managers with respect soft skill development.
 - Training of Representative – in the field of technical and sales including soft skill development.
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Career Progression

- **General Manager and Head, Marketing – Livestock Business Unit, Zydus Animal Health, April 2013 to February 2018**
 - Achievement of Budgeted Revenue and profit of Livestock Business Unit through Sales Management Team.
 - Formulation and Implementation of Marketing and Brand strategies through Product Management Team.
 - Identification and Introduction of New molecules/drugs.
 - Recruitment of field executives and managers.
 - Training of the field executives for business and soft skill development.
 - Instrumental in formulating and implementing of company policies and strategies.
 - Heading two verticals under Livestock Business Unit, 1. Therapeutic Division and 2. Farmcare Division.
 - Direct reportees included National Sales Manager heading Sales Team, Group Product Manager heading Product Management Team in Therapeutic Division and Head, Farmcare division heading Farmcare Business Unit. Lead a team of total 475 VSEs, 75 frontline Managers and 20 Second Line Managers at field operation.
 - Direct interaction and coordination with HR, Production, Material, Regulatory, Distribution, Finance heads and New Product Development team
- **Marketing Manager/Head Marketing – Livestock Business Unit, (Sarabhai Zydus Animal Health, Zydus Animal Health), April 2006 to March 2013**
 - Achievement of Budgeted revenue and profit of Livestock Business Unit through Sales Management Team.
 - Formulation and Implementation of Marketing and Brand strategies through Product Management Team.
 - Identification and Introduction of New molecules/products.
 - Appointment of New field staff and managers.
 - Formulation and Implementation of company policies.
 - Direct reportees included National Sales Manager heading Sales Team, Group Product Manager heading Product Management Team of Livestock Business Unit. Lead a team of total 275 VSEs, 50 frontline Managers and 11 Second Line Managers at field operation.
 - Direct interaction and coordination with HR, Production, Material, Regulatory, Distribution, Finance heads and New Product Development team

- **Product Manager / Sr. Product Manager/ Manager –Product Promotion, Livestock Business Unit, (Zydus Aqrovet Ltd, Sarabhai Zydus Animal Health Ltd), January 1997 – March 2006**
 - Strategy formulation and Implementation.
 - Identification and Introduction of new products.
 - Training of Field Executives.
- **Product Executive – Cadila Veterinary, July 1994 – Dec 1996**
 - Technical Support and trainingSales Management Team
- **Field Officer – Cadila Veterinary, October 1992 – June 1994**
 - Promotion of products to veterinarians/cattle farmers/Poultry farmers and to achieve sales budget
- **Veterinary Representative – Alarsin Marketing Pvt Ltd, May 1990 to September 1992**
 - Promotion of products to veterinarians and to achieve sales budget

(More details attached at the end)

Education

- Master in Veterinary Science (MVSc) in Veterinary Pharmacology and Toxicology
- Bachelor of Veterinary Science and Animal Husbandry (BVSc& AH) from Nagpur Veterinary College Nagpur in 1986
- General Management Programme (13 modules) by Indian Institute of Management, Ahmedabad (IIM-A) in 2014-2016
- Diploma in Sales and Marketing, a correspondence course in 1999.

(More details attached at the end)

More details

Professional Experiences:

Sr. No.	Organization	Duration of Service	Designation	Job Responsibility	Head Quarter
1	Alarsin Marketing Pvt. Limited.	May 1990 to Sept 1992	Veterinary Representative	Promotion and Sales of Ayurvedic Veterinary Medicine	Nagpur
2	Cadila Veterinary (A division of Cadila Laboratories)	October 1992 to June 1994	Field Officer	Promotion and Sales of Veterinary Products	Sangli
3	Cadila Veterinary (A division of Cadila Laboratories)	July 1994 to May 1995	Promoted as Product Executive	Product Promotion (Technical & Training)	Ahmedabad
4	Aqrovet Division, Cadila Healthcare Limited*	June 1995 to December 1996	Product Executive	Product/Brand Management & Training	Ahmedabad
5	Aqrovet Division, Cadila Healthcare Limited*	January 1997 to March 1999	Promoted as Product Manager	Product/Brand Management & Training	Ahmedabad
6	Zydus Aqrovet Limited (A Subsidiary of Cadila Healthcare Limited)*	April 1999 to May 2000	Product Manager	Product/Brand Management & Training	Ahmedabad
7	Sarabhai Zydus Animal Health Limited (JV between Zydus Aqrovet Ltd and Ambalal Sarabhai, Veterinary Division.)*	June 2000 to December 2001	Redesignated as Sr. Product Manager, Livestock Business Unit	Product/Brand Management & Training	Vadodara
8	Sarabhai Zydus Animal Health Limited (JV between Zydus Aqrovet Ltd and Ambalal Sarabhai Enterprises, Veterinary Division.)*	Jan 2002 to March 2006	Redesignated as Manager – Product Promotion, Livestock Business Unit. Upgradation in the grade in 2004	Product/Brand Management & Training	Vadodara
9	Sarabhai Zydus Animal Health Limited*	April 2006 to June 2007	Promoted as Marketing Manager, Livestock Business Unit	Sales and Product Management	Vadodara
10	Zydus Animal Health Limited*	July 2007 to March 2010	Marketing Manager, Livestock Business Unit	Sales and Product Management	Ahmedabad
11	Zydus Animal Health (A division of Cadila Healthcare Ltd)*	April 2010 to March 2013	Promoted as DGM and Head – Marketing, Livestock Business Unit (Promotion)	Management of Sales and Product Promotion	Ahmedabad
12	Zydus Animal Health (A division of Cadila Healthcare Ltd)*	April 2013 to February 2018	Promoted as GM and Head – Marketing, Livestock Business Unit (Promotion)	Management of Sales and Product Promotion	Ahmedabad

***Change of company name due to restructuring, formation of Independent Company, JV or Merger**

Educational Qualifications:

Sr. No.	Degree/Diploma	Year	School/College	Board/University	Subjects	Marks %
1	Secondary School Certificate Examination (10th)	1980	New English High School, Nagpur	Maharashtra state Board of Secondary and Higher Secondary, Nagpur, Maharashtra	All Compulsory Subjects	67%
2	Higher Secondary School Certificate Examination (12th)	1982	Hislop College, Nagpur	Maharashtra state Board of Secondary and Higher Secondary, Nagpur, Maharashtra	Biology, Chemistry, English, Physics, Fresh Water Fish Culture	66%
3	Bachelor of Veterinary Science and Animal Husbandry (B.V.Sc. & A.H.)	1986	Nagpur Veterinary College, Nagpur	PunjabraoKrishiVidyapith (Agriculture University), Akola, Maharashtra	All Compulsory Subjects	CGPA 2.63 on 4 scale basis
4	Master of Veterinary Science (M.V.Sc.)	1989	Nagpur Veterinary College, Nagpur	PunjabraoKrishiVidyapith (Agriculture University), Akola, Maharashtra	Veterinary Pharmacology and Toxicology	CGPA 3.70 on 4 scale basis
5	Diploma in Sales and Marketing	1999	Correspondence course	All India Institute of Management Studies	Element of Marketing, Sales management, Market Research, Marketing Management	First Class

Participation in Educational Courses:

Sr. No.	Programme	Year/Date
1	General Management Programme (13 modules) by Indian Institute of Management, Ahmedabad (IIM-A)	2014-2016
2	Participated in Programme on Coaching, Mentoring and Counseling organized by Ahmedabad Management Association (AMA), Ahmedabad	20 Jun 2013
3	Programme on 'Finance for Non Finance Executive' organized for ZydusCadila Healthcare Ltd. Conducted by Ahmedabad Management Association (AMA)	18th & 19th February, 2010
4	Participated in Professional Development Programme on B2B Communications organized by Gujarat Employers Association (GEO) and Mudra Institute of Communication, Ahmedabad (MICA)	29-30 Jan 2005
5	Management Development workshop for Product Management Team by Interlink, Mumbai	2000-2001
6	Computer Training Programme on PC Application, Windows 95, MS Word, MS Excel and MS PowerPoint conducted by Ahmedabad Management Association	11th to 14th June, 1999
7	Marathi Language and Literature Exam –VidharbhaSahityaSangh, Nagpur	1980
8	Certificate "A" Part II National Cadet Corps Exam - Authority of Ministry of Defense, Government of India	February, 1979

Personal Information

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Date of Birth : 22nd October, 1964
Marital Status : Married with two daughters.