

Amit Jain

Pharmaceuticals Sales & Marketing



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Business leader with over 27 years of experience with proven track record of leading a large and geographically diverse sales & marketing team in Indian Pharmaceuticals Market for 3 companies (Lupin Limited for 15 Years, Wanbury for 1 Year and Cadila Pharmaceuticals Limited from last 11.5 Years) . Organized and successful at managing multiple projects simultaneously with a high degree of accuracy.

Excellent communication, networking and negotiation skills.

Committed to achieving strategic sales goals and building loyalty and trust, both externally and internally and delivered quality results .

Leadership ability enhanced through a successful career in sales & marketing/ Strengths include the ability to accurately assess situations, create a vision, make difficult decisions, collaborate with executive stakeholders, flawlessly execute strategic and tactical plans to achieve organizational goals & business objectives with a positive attitude.



Skills

Leadership & Mentoring New Business Development Strategic Partnerships
Direct Sales Sales Processes Business-to-Business (B2B) Forecasting Product
Management Start-ups Solution Selling Manufacturing Operations Management
Business Planning Budgeting, Business development



Work History

2017-10 - 2022-12

VP Sales & Marketing

Cadila Pharma Ltd, Ahmedabad

- Worked as Vertical Head & VP Sales & Marketing for Acute Cluster (GI Mass) comprises 2 Divisions Magfam (Gastro Mass & Multispeciality) & Magprime (Rural Business)
- Operating Top Line 500 Cr & Productivity of 5.5 Lac
- Earlier Handled 3 Divisions as Vertical Head for the period of Oct'17 - Mar'22 : Magfam(GI Mass) Magprime (Rural) & Maxima (Multi-Speciality Division - Respiratory , Anti Infectives , Anti TB , Anti Allergics , Critical Care & Anti Migraine)
- Operating Top Line 560 Cr & Productivity of 5 Lac

- Displayed Exemplary Leadership in strengthening the business by leading the marketing & sales team functions .
- Delivered good results in terms of Top Line , Bottom Line , MS% , Growth , Ebidta during 2018-2021 & managed single digit growth in 2022
- Lead Vertical -1 as best performing vertical for 4 consecutive years (2018 , 2019 , 2020,2021) & 2nd Best Vertical in 2022 in Terms of Achievement, Productivity , PBT , Business Hygiene & Process Implementation
- Optimized Resources & Improved Sales from 348 Cr to 617 Cr with Productivity improvement from 3.17 Lac to 5.29 Lac in 5 Years
- Driven Work Culture by assigning Role Clarity & Deliverables to Sales , Marketing & Cross Functional Teams including MIS ,Finance HR , L&D , Supply Chain , Purchase , Medical , NPD & Created Workstream on Growth ,Productivity , Conversions ,Therapy , NPD Profitability Matrix for Monthly Review of Sales -Marketing & CFT Teams
- Developed short and long-term sales strategies along with Marketing Team to gain market share, uncover new sales opportunities and increase revenue.
- Initiated collaborated approach in creating advisory board of Chest Gastro, Intensivists & Cons Physician to gain customer insights for competitive edge .
- Leadership Dominance Campaigns :Connect2 Bharat with Three Pronged Approach at Specialist, Generalist & Retail Connect Programs to improve the MS% of Flagship Brand Aciloc which helped to gain 4 ranks to secure position inn Top 25 Brands of IPM
- Highest Record sales during Covid Period April'21 (61 Cr) & May'21 (62.5 Cr)
- Instrumental in Maintaining & Increasing Aciloc MS% & Prescriber Base during 2019 Period when FDA announced the Temporary Ban with initiatives like Connect2 Bharat Campaign.
- Launched Strageic & Innovative Brands during Covid
- Esiloc ,(Esomeprazole) : Launched Digitally during Covid & Created 5 Cr Brand in 1st Year of Launch & No -1 Rx Brand at GP as per SMSRC
- Initiated Digital Campaigns : Acidity Free India Campaign for establishing Esiloc (Esomeprazole) at 11th Rank in Plain Anti Ulcerant Market within 1st Year of Launch
- Launched Sepsivac during 2020 & marketed as Immunomodulator/ Anti Inflatary for Covid Induce Sepsis Conditions and made it 30 Cr Brands within 2 Years (2020-2021)
- In 2022 Launched ThRabies An Innovation in Anti Rabies as world 1st 3 Dose Anti Rabies Vaccine and created 3 Cr Brand in 8 Months
- Initiated Rabies Mukh Bharat Campaign for establisging ThRabis as worlds first 3 Dose Anti Rabies Vaccine
- Instrumental for Phyzital Campaign for increasing the Retail Connect with > 1.5 Lac Retailers thru Field Team & Medi App /Med Genie
- Developed High Potential-Performing Team : 70% Team Earned incentive for 4 Consecutive Years (2018-2021)
- Analyzed past sales data and team performance to develop realistic sales goals.
- Exceeded sales goals by implementing aggressive sales programs, overhauling processes and facilitating market development.
- Build Strong Team Connect along with HR for Team Stability to brought Attrition below 25% thru increase HO-Field Connect & Performance

Appraisals

- Successful Career & Internally grown from the position of AVP to VP in Oct '17 Executive VP in Jan'21 & President in Aug '22

2011-10 - 2017-09

Divisional Head

Cadila Pharma, Ahmedabad

- Lead Maxima & established as 2nd Largest Contributing & Performing Division for Organization.
- Optimized Resources & Improved Sales from 42 Cr to 110 Cr with Productivity improvement from 1.16 Lac to 3.5 Lac in 6 Years
- Stabilized Team , Created Work Culture , Brought Brand Building Approach with right strategic plan of Promoting Right Brand -Speciality Matrix with support of Marketing Team & SMSRC
- Builded Strong Customer Base & Large Brands in Multi Therapies including Anti Infective , Acute + Chronic Respiratory (TB + COPD) , Cough & Cold , Anti Allergics , Asthma COPD , Cardiology (Anti Hypertensive) , GI (Anti Ulcerant) , Orthopaedic (NSAID) & Paediatric & able to build sizeable volumes more than 10 Cr to achieve & maintain leadership dominance & strengthened the Marketing & Sales Functions to build big Brands .
- Introduced POUND Concept to build Vasograin as No -1 Brand in Anti Migraine Therapy with 95% Market Shares in Ergotamine Market.
- Instrumental in creating Chest /ENT Advisory Board KOL & KBL & Scientific Engagement Activities to build strong rapport & business volumes
- Awarded Best Performing Division : 4 Times 2012 , 2014 , 2015 , 2016 out of 6 Years during (2012-2017)
- Worked Extensively with Sales & Marketing Team with strategic guidance from PWC & SMSRC during 2015 -2017 for Building Roadmap for next 5 Years

Rewards & Recognitions

- Awarded Best Performing NSM in 2012 by Executive Director & HOD
- Promoted as General Manager in Jan'13 within 1 Year of Joining
- Promoted as Divisional Head to lead the operations of Maxima Division in 2013.
- Promoted as AVP in 2015 & given responsibility for Sales & Marketing
- Elevated as Vice President & Vertical Head for Handling the operations of Largest Contributing Vertical -1 comprises 3 Divisions Magfam – Maxima & Magprime with a contribution of 40% to overall CPL Business

2010-10 - 2011-09

National Sales Manager

Wanbury Limited , Delhi

- Worked as DGM (NSM) for Managing the Sales Operations in North-East for Surglife Division Multi Speciality Division focused on CP Gynae , Ortho & Gastro
- Launched Operations of Surglife Division in North & East & increased sales volumes from 20 Lac to 1Cr Per month and contributed 9 Cr Sales out of Total 16 Cr Sales of Surglife Division
- Improved Productivity from 0.50 Lac to 1.56 Lac within 9 Month of launch of operations.
- Established Surglife Division as Multi Specilaity Division with Focus on Anti Infectives , Anti Ulcerants , Multi Vitamin Susp & Pain Managment

- Developed sales strategy for inclusion of products in hospitals formulary and achieved success in major hospitals in North -East
- Exceeded targets on month on month basis by building, directing and motivating high-performing sales team.
- Liaised well with marketing and product development departments to build customer base for brands like Cheer , Chymonac & Injectables
- Coached sales associates in product specifications, sales incentives, and selling techniques, significantly increasing customer satisfaction ratings

2006-04 - 2010-09

Zonal Sales Manager

Lupin Limited, New Delhi

- Got Elevated as Zonal Sales Manager for North to lead the Sales Functions of Lupin Maxter (Multi Speciality Division) with major focus on Anti Infectives Anti Fungal , Anti Ulcerant ,NSAID & High End Injectables
- Major Contribution from North in Sales of Rablet , Signoflam, Novapime, Cetil , Tazar,Vorotrol, Tigez, Merotrol
- Developed Core Team in Lupin Maxter for Hospital Focus and ensured inclusion of Products in Top 50 Hospitals in North
- Built deep relationships with Top KOL including Intensivist , Chest , CP , GP , Hospitals Pharmacy , Purchase Officers , Distribution partner & sales teams by employing industry expertise and knowledge, retail strategies and sales tactics.
- Achieved established KPI for company, regional team and individual performance through teamwork and focus on customers.

1995-12 - 2004-03

Past Experience (MR -RSM)

Lupin Limited, Ghaziabad

- 1996-2000 : Worked as MR in Lupin Pharma (Main Division)
- 2000-2003 Worked as ABM in Lupin Pharma & Lupin Endeavour
- 2004-2005 : Elevated as Regional Manager for Lupin Endeavour
- 2005 -2006 Elevated as Sr Regional Sales Manager in Lupin Maxter
- Initiated my Pharma Career with Lupin Limited in Dec 1995 as Medical Representative & Rose upto the level of Senior Regional based at Ghaziabad and worked in 3 Divisions : Lupin Pharma, Endeavour & Maxter .
- Launched Lupin Maxter Multi Speciality Division in U.P in 2004 and builded the sales volumes from 6 Cr to 16 Cr in 2 Years
- Learned new skills and applied to daily tasks to improve efficiency and productivity.
- Proved successful working within tight deadlines and fast-paced atmosphere.



Education

1991-07 - 1994-06

Bachelor of Science: Science

CCS University - Meerut



Accomplishments

- Promotions : Handled 9 Roles :from MR to ABM to RSM to SM to DGM to GM to AVP ,VP , Executive VP & President Sales & Marketing
- Enjoys Excellent Rapport with Top 500 KOL/KBL in Respiratory , Gastro & Critical Care.
- Team Developments & Leadership : Created more than 100 Potential Leaders for handling various positions in Pharma Sales & Marketing
iamicon : Lead Corporate Initiative for building Specilaity Connect
Connect2win:Customer relationship for business growth
Process Managment : Workstreams , Strategic Execution : Business , Productivity , Conversion , Growth , Profitability , Therapy , CRM , NPD , Growth Drivers .



Affiliations

Indian Institute of Management,



Certifications

2019-10	IIM Ahmedabad Certification from IIM Ahmedabad in Leadership Development
2021-03	The Praxeum Crucible Leadership Program
2021-06	Digital Marketing
2015-08	Certication Workshop : Principles of Pharmaceuticals Marketing by Innovara
2017-02	Coaching & Mentoring by Bizvantage Training Consulting



Additional Information

Role & Accountabilities includes

- Frame, communicate and execute a profitable BU strategy (Sales and marketing) and P&L strategy for the Business Units using the available resources to achieve the short term and long term business targets.
- Lead the BU by leveraging P&L in terms of resources and expenses in order to achieve the top-line and bottom-line targets
- Define the manpower strategy by targeted allocation of people to ensure achievement of region specific targets across divisions
- Manage internal and external stakeholders to ensure seamless coordination to achieve internal business goals and external customer need
- Extensive Understanding of Market Research : IQVIA , AWACS , SMSRC & Top Therapies , Market in IPM

- Excellent Rapport & Personal Connect with Top KOL in Chest , Gastro , CP , Gynae , Intensivists & Rabies Specialist
- Strong Association with Top KOL in NCCP , ICS , CCI , CRITICAL CARE , ISG APCRI & IMA
- Member of CEO /President Dream Team to build 5 Years CPL Growth Strategy
- Involve in all decision making discussion for business functions
- ERM Member of Risk Committee along with KPMG , Deloitte Team
- Instrumental in strengthening the Sales & Marketing Function ,sales Force Excellence , Automation of MIS Reports , Incentive Strategy, Distribution Process & effective collaboration with CFT Teams including Finance , HR , Distribution, Regulatory , Supply Chain , Purchase , NPD , L&D , IT and SFE Tea,



Languages

English , Hindi



Date of Birth

30//08/1973



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