
CHIRAG HATHI

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Professional Profile:

Talented Marketing and Sales professional able to take products or services to the new professional levels by developing consumer driven effective brands

Possess advanced analytical skills proven by the ability to:

- End to end Project Management of Domestic and International Marketing activities
 - Extract business insights from database and customer buying patterns
 - Use the analyses to formulate effective marketing strategies
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Work experience:

Manager Sales and Marketing – Cadila Pharmaceuticals Limited.

(International Business – Latin America Region) – July 2018 – Present

- Handling Latin America Business for API products.
- Successfully handling key accounts in Brazil, Mexico, Argentina and Colombia.
- One year multiple entry visa for Brazil – valid up to November 2019.

Territory Business Manager- Finar Limited

(International Business – Pharma Excipients) October 2014 – June 2018

- Business Development in Regulated market
- Exhibiting and visiting trade fairs

Key Achievements:

- Started business in USA and Sweden.
- Strengthen the relationship with current customers.
- Product penetration in Taiwan market.
- Generated quality leads via participating in key exhibitions like **CPHI worldwide 2015 (Madrid, Spain)**, **Kenya Laborum 2016** and **CPHI Worldwide 2016 (Barcelona, Spain)**, **Asia Pharma Expo – Bangladesh**

Marketing Executive – Flourish pure foods Pvt. Ltd, Ahmedabad, India

July 2013 - October 2014

- Responsible for executing the Marketing and Branding Initiatives for the healthcare and nutrition products.
- Regular meeting with KOLs, Market Research, Consumer Behavior Study

Key Achievements:

- Increased the foot print of product in assigned area via BTL activities.
- Successfully delivered the product training to the sales team across India.

Administrator – Sparsh Hospital, Ahmedabad, Gujarat, India.

June 2012 - July 2013

- Management of Sales and Marketing activities including Corporate tie-ups, Branding and Event management
- Training of staff for communication & patient relationship management.

Key Achievements:

- Designed and implemented patient experience process. **Increased referrals by 20%.**
 - Initiated SMS marketing, e-mail Marketing and Social Media Marketing.
 - Completed a project on **“Awareness of Sleep Apnea”** with the help of *philips respironics*.
 - Major contribution in starting of **American Heart Association** certified training institute.
 - Implemented the policy of gathering the data of TB patients and contributed in getting recognition from Municipal Corporation.
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Training and internship:

CIMS Hospital, Ahmedabad, Gujarat, India

September 2011 - February 2011

6 months of experience as a consultant trainee in pharmacy department, OT stores and posting and billing department.

HCG group, Ahmedabad, Gujarat, India

3 months of training in quality and MRD department. Helping the hospital in NABH process.

Education:

- **MBA** in Healthcare management From Prist University, India. (First Class)
- **B.Pharm** from Gujarat University (First Class)

Professional Training:

- **Financial tools for marketing effectiveness** (Ahmedabad Management Association)
 - Think out of the box (Ahmedabad Management Association)
 - 5S Training (Ahmedabad management Association)
 - Certificate course on **Brand Management** (Ahmedabad Management Association)
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Presentation and lectures:

- Delivered lecture on “Campus to Corporate” subject at Faculty Development Program organized by **Knowledge Consortium of Gujarat, Education Department - Gov. of Gujarat** (02/01/2017)
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Extracurricular Activities:

- Acting/Anchoring/Public Speaking
 - Painting
 - Reading
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Personal Details:

- Date of birth – 19 November 1988
- Gender – Male
- Marital status – Married
- Nationality – Indian