

KARUNA SHANKER PANDEY

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Professional Snapshots

- ❖ A competent individual with over 18 years of experience in Strategic Planning, Sales and Marketing, Business Development, Sales Promotion and Relationship Management in Healthcare Industry.
- ❖ *Currently working as Deputy General Manager for Kepler Healthcare Pvt Ltd. at HO based Ahmedabad looking at the entire North & West part.*
- ❖ Exposure in market development and promoting services to the Doctors, Corporate Sectors and Retail Market.
- ❖ Deft in establishing good rapport with leading customers like doctors, retailers, institutes & hospitals. ❖ Part of the marketing and sales team of Ranbaxy Laboratories, Emcure Pharma Ltd, Mankind Pharmaceutical Ltd & Troikaa Pharmaceutical Ltd striving to achieve a name for the organization and meet the service and expectations of customers.
- ❖ Experience of selling in segments like **Gynae, Orthopedic, Paed, Derma & Hospital segment.** ❖ Proficient in formulating strategies, evaluating market potentials & planning activities viz. competitors. ❖ Successfully boosted sales and profitability for the company.
- ❖ Gathered experience in conducting doctors' meetings/ conferences/ symposia/ patient education training programs, Campaigning and other marketing activities.
- ❖ An excellent communicator with good analyzing and problem solving skills.

Business Skills

- ❖ Result oriented achiever with excellent track record for identifying opportunities for accelerated growth.
- ❖ Recognized team player with strong interpersonal skills.
- ❖ Problem-solving skills both for business as usual conditions, and in process improvement & innovation. ❖ Experience of working in a team environment with multiple customer linkages & cross-functional teams. ❖ Willingness to learn new tasks & businesses, continuous self-development by enhancing working knowledge of processes.

Segment Business Highlights

- ❖ Successfully established Gynae products OROFER XT in Emcure and ARGIPREG, OVABLESS & Biopreg- F in Mankind.
- ❖ Successfully established Derma Products like HAIRBLESS, ITRAGREAT, LULIBRUT, CHEKFALL LOT, CALAPURE & VITAKIND ZIT in Mankind.
- ❖ Successfully established Ortho brands like CALDIKIND PLUS, NOBLE GEL, DOLOKIND PLUS, FLOZEN AA, EMANZEN D, DYNAPAR AQ.
- ❖ Having good hold in institutional business specially in Delhi AIIMS, SAFDARJUNG, IIT AND INDIAN AIR LINE, GANGARAM HOSP, APOLLO, MAX etc.

Areas of Experience

Strategic Planning

- ❖ Steering operations with a view to achieve organizational objectives and ensure profitability. ❖ Formulating monthly / annual goals, short / long term budgets and developing Business / Operational Plans for the achievement of these goals.
- ❖ Devising and implementing policies & procedures to enable smooth functioning of operations.

Sales and Marketing

- ❖ Engaged in the sales and marketing operations for promoting Services of the Hospital and accountable for achieving business goals and increased sales growth.
- ❖ Identifying and nurturing new market segments for launch of products.
- ❖ Reviewing and interpreting the competition & market information to fine tune the marketing strategies for the achievement of sales targets.
- ❖ Keeping a track of all records as well as of the competitor's activities.

Business Development

- ❖ Implementing periodic business plans & strategies, in coordination with macro plans of organization. ❖ Planning & scheduling individual/ team assignments to achieve the pre-set goals within time, quality & cost parameters. Formulating /short term strategic plans to enhance operations.
- ❖ Identifying areas of crucial importance in the process driven business of the company & facilitated development of adequate systems to streamline the same.

Relationship Management

- ❖ Building and strengthening relationships with key accounts, medical fraternity & opinion leaders, thereby ensuring high customer satisfaction by providing them with complete product support. ❖ Coordinating with product managers for ensuring smooth and profitable operations.

Distributor Management/ Stock Control / Franchisee

- ❖ Identifying and networking with financially strong and reliable channel partners, franchisee for that is Hospital Information Center, resulting in deeper market penetration and reach.
- ❖ Evaluating performance & monitoring the retail sales and marketing activities.

Sales Promotion

- ❖ Launching and marketing various new products in various specialties segments.
- ❖ Meeting doctors, stockists, retailers to promote the services.
- ❖ Involve in marketing activities such as camps, doctor's meets/ conferences for enhancing brand visibility/ coverage & reach.

Work History/Accomplishments

As Present working with Kepler Healthcare as a Deputy General Manager since 1st Jan 2021

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Since JULY 2018-Dec 2020 Assistant General Manager at Troikaa Pharmaceutical Ltd. looking Entire North India & some part of west Handling the team of 120+ handle the business of 45 Cr

Feb14- JUNE 2018 as a ZONAL SALES MANAGER(4th Line Manager) for Mankind Pharmaceutical Ltd managing 80+ people team in Delhi NCR. handle the business of 50 Cr.

**Feb12-Jan14 Regional Manager(3rd Line Manager) for Mankind Pharmaceutical ltd
Dec09-Jan12 Deputy Regional Manager (2nd line Manager) for Mankind Pharmaceutical Ltd**

Dec 06-Nov 09 Area Sales Manager(1st Line Manager) for Mankind Pharma Limited at Delhi Head Quarter

Feb'04- Nov'06 Business Executive for Emcure Pharmaceuticals Limited at Delhi Head Quarter.

June'03- Jan'04 Sales Officer for Ranbaxy Laboratories Limited at Delhi Head Quarter.

Work Profile

- ❖ Responsible for maximizing sales revenue.
- ❖ Adhering to the credit policy of the company and ensuring timely supply of goods to customers.
- ❖ Leading and motivating the team of Area Managers & Medical Representatives.
- ❖ Looking after the needs and requirements of the customers in the assigned territory.
- ❖ Formulating the sales plan of the market, executing the action plan to attain the targets and monitoring the targets achievements.
- ❖ Planning, executing and monitoring the timely supply of products to customers.
- ❖ Executing brand building exercise to generate new demand, cater and enhance existing demand for the products of the company.

Awards & Achievement

- ❖ Won recognition awards on target achievements on several occasions in Emcure.
- ❖ Received congratulation award during 2005-06 on sales target achievements in Emcure from Operation Director.
- ❖ Congratulated for Best Sales of Launching Product Orofer XT as best launch of the year 205-06.
- ❖ Achieved continuous sales growth & carrier growth in Mankind over the period of 12 Year.
- ❖ Successful relaunch of Altius div in North India by filling more than 60% vacancy and given 20% growth from negative sales.
- ❖ **Successful Launch of Lifestar Dermal Gynae division. of Mankind Pharmaceutical Ltd.**
- ❖ **Got 10 Gold and Diamond medal Award from last 11 Year for Best Performance.**

Professional Qualification

Academic Credentials

Post Graduate Diploma in Pharmaceutical Marketing and Health care Studies from Upico Delhi.

Bachelor of Science from Kanpur University, Raebareli in 2000.

Intermediate from U.P.Board in 1997. . Matriculation from U.P.Board in 1995.

Computer Skills

MS Power Point

MS EXCEL

MS WORD

Internet

Personal Details

Date of Birth : 15th Jan. 1981.

Languages : English & Hindi.

Marital Status. : Married & 2 kids

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