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| **NEERAJ K SHARMA**  **Phone:91-9723551184**  **Mail.id-neeraj2015mailbox@gmail.com** | **Pharmaceutical Industry** |
| **Sales and marketing/Key Account Management.** | |

**PROFILE:**

* **Sales and Marketing Professional with commendable experience in Pharmaceutical Sales ,KOL Management ,Business Development and Market Intelligence activities in Pharmaceutical Sales.**
* **Companies worked with- Fulford/Merind/Comed/Helios.**
* **Geography: Complete North India/West India/North East.**
* **Segment Handled: Acute, Derma, Ortho, Pedia, Gynec, Gen.**
* **Major Brands Handled: Lyser-D range, Milcef, Caldob, A-Kare, Garamycin, Elocon, Dipsalic, Cledomox.**
* **Consistently among the best Performers all throughout, with an excellent relationship and market reputation amongst all the KOL’s & Decision Makers.**

**KEY RESULT AREAS:**

* Business Development and Marketing, Designing and implementing competent National level business strategies for exploring potential business avenues developing existing business and meeting pre-determined sales targets.
* Analyzing market trends, competitor’s activities and customer feedback; identifying and nurturing new and explored segments of good potential for market expansion.
* Overseeing the sales and marketing operations thereby achieving increased sales growth across all the Zones and Areas for which I am accountable.
* Organizing CME’s of Doctors and Technical staff /handling product related queries to help increase the usage of products.
* Handling C&F, developing new dealers and distributors, expanding existing network; evaluating performance & monitoring distributor sales and marketing activities.
* Forecasting Sales Trends and indenting stocks based on market needs and ensuring optimum availability of products across all C & F’s.
* Conducting meetings for setting up sales objectives and designing or stream lining processes to ensure smooth functioning of sales operations.
* Executing plans to reach out unexplored market segments and customer groups for business expansion.
* Identifying opportunities to increase profits and create value by challenging existing processes, encouraging innovation and driving necessary changes.
* Formulating launching strategy for new products, thereby leading to sustainable revenue growth.

**ORGANISATIONAL EXPIRIENCE:**

**COMED CHEMICALS LTD. SINCE: APRIL 2018 TILL DATE.**

**DEPUTY GENERAL MANAGER/AREA COVERED-NORTH INDIA, WEST INDIA, NORTH EASTERN STATES.**

**BUSINESS VOLUME INR 5.60 CRORE PER MONTH.**

**PRODUCTS HANDLED: LYSER-D RANGE, CALDOB, MILCEF, AND LACOM-CV.**

**Highlights:**

* Entrusted with the responsibility of sales of North & West India initially and North East from April 18’.
* Relaunching Assam, Meghalaya, Tripura and Manipur.
* Mentored and developed 2 DSM who were later promoted as ZSM.
* Merit of receiving achievement award in 2019(Based on volume achieved in 2018-19) in Star Awards function conducted in Hyderabad in Dec’19.
* Successfully launched Doomed-T, Lyser –D Gel and Caldob Range.
* Successfully conducted various activities and CME at various locations.
* Exceeded YoY sales targets successfully negotiated and closed new sales closely monitored competitor’s activities in Maharashtra, Madhya Pradesh, Gujarat, and NorthEast our priority states as decided in annual managers meeting.

**NATIONAL SALES MANAGER-AHMEDABAD DKT HEALTHCARE (INDIA) PVT.LTD. MAY’15-MARCH’18.**

**BUSINESS INR 1.10 CRORE PM/THERAPY COVERED-GYNEC.**

**AREA COVERED-ALL INDIA WITH 5 ZSM’s 25 ABM’s AND 100 MR’s.**

**KEY PRODUCTS: LEKARE/AKARE/CYPOKARE/IUD’s.**

**Highlights:**

* Made a well knit team of ZSM’s, ABM’s and M.R’s.
* Reduced attrition to 10% from 35% earlier.
* Successfully conducted (PEP/DRM’s /TT) patient education programs, doctors meeting and taxi tours which were major requirements in this company as we were mainly in to population control.
* Since it was mainly a POB driven company thus used to take daily POB figures from all zones, compile them and give them to my E.D. (An American).
* Achieved regular collection targets on MOM basis.

**GENERAL MANAGER-AHMEDABAD HELIOS PHARMACEUTICALS LTD. JAN’14-MAY’15.**

**BUSINESS INR 2.00 CRORE PM/THERAPY COVERED-ORTHO, GP’s, GYNECS.**

**AREA COVERED- STATES LIKE GUJARAT, MP, CG, MAHARASHTRA, MUMBAI, KARNATAKA, UP, HARYANA. Kerala (Where ever the company was operating)**

**KEY PRODUCTS: XEROFLAM RANGE, I-100, OCAL RANGE.**

**Highlights:**

* Made a well knit team based on performance and result oriented approach.
* Based on my earlier performance only I was recalled by the company.
* Successfully relaunched UP and Mumbai.
* Smooth transformation from Helios Pharmaceutical to Helios Laboratories.

**DEPUTY GENERAL MANAGER-AHMEDABAD MEDOPHARM LTD. DEC’11-DEC’13**

**BUSINESS INR 1.00 CRORE PM/THERAPY COVERED-PEDIATRICS AND GP’s.**

**AREA COVERED- UP, GUJARAT, MP, CG, MAHARASHTRA, MUMBAI.**

**KEY PRODUCTS- CLEDOMOX, EXIL, EXIL-D.**

**Highlights:**

* Successfully relaunched Maharashtra and CG, UP.
* Recruited entire team of Saurashtra region and South Gujarat.
* Appointed consignee agents in Viderbha and UP.
* Consistently achieved 90-95% of targets.

**NATIONAL SALES MANAGER-AHMEDABAD HELIOS PHARMACEUTICALS LTD.**

**MAY’10-MARCH’11**

**BUSINESS INR 1.20 CRORE PM/THERAPY COVERED-ORTHO, GP’s, GYNEC.**

**KEY PRODUCTS-XEROFLAM RANGE AND OCAL RANGE.**

**Highlights:**

* Joined this company at national position in May’10 but suffered a stroke in Dec’10 left the company in March’11.
* Conducted Drs CME’s and Training programmes of MR’s and all managers for the first time in the company.
* From March’11 to Nov’11 I was recuperating with my illness as per medical advice.

**ZONAL MANAGER-AHMEDABAD COMED CHEMECALS LTD.JUN’00-MAY’10. AREACOVERED-GUJARAT, MAHARASHTRA,INTIALLY THEN GOT PROMOTED AS SALES MANAGER WEST WHEN MP AND CG WERE ALSO GIVEN.**

**Highlights:**

* Joined this company as zonal manager launched Gujarat,Maharashtra and Mumbai.
* After 1 yr got promoted as sales manager west looking after entire Western India including MP.
* In 2008 I was promoted as DGM West and after three months was given the charge of North India as well.
* Consistently for 10 yrs I achieved 95%+ targets on MOM basis.

**ZONAL MANAGER-AHMEDABAD MERIND LTD. APRIL’96-JUN’00.**

**AREAS COVERED-GUJARAT AND RAJASTHAN/THERAPY COVERED-PSYCHIATRIC AND PHYSICIAN.**

**KEY PRODUCTS-DECADRON, LIBOTRYP, TRYPTOMER, BG-PHOS.**

**Highlights:**

* In Merind I looked after branded as well as generic business in the states of Gujarat and Rajasthan.
* Merind was the first company to launch Quality Generics business in India.
* My zone was all India toppers consecutively for two years in psychotropic and anti malarial products for which all my team members received several products.

**AREA BUSINESS MANAGER-DELHI FULFORD INDIA LTD.MAY’91-APRIL’96. AREAS COVERED-KANPUR(6 PSR) ,MEERUT(6 PSR), DELHI(8 PSR)/THERAPY COVERED-DERMA.**

**KEY PRODUCT-ELOCON, ZADIN, GERAMYCIN, DIPSALIC, CELESTONE**

**Highlights:**

* After promotion I was sent to Kanpur where I worked for one and a half year then was sent to Meerut where I worked for one year and then lastly in 1994 I was sent to Delhi.
* In 1994 and 1995 I got incentive of Rs. 1.25 lacs after T.D.S and all PSR’s got 0.84 lacs which at that time was an example in all pharma companies.
* Launched products like ELPCON CREAM in Delhi with great success at that time a cream of 5 Gram for Rs 60,00.

**PROFESSIONAL SERVICE REPRESENTATIVE – KANPUR/DEHRADUN-FULFORD INDIA LTD. APR’85-MAY’91**

**AREAS COVERED – KANPUR AND DEHRADUN.**

**Highlights:**

* Started my career from Kanpur H.Q. then after 3 years I was transferred to Dehradun.
* Throughout my stint of 6 years as a PSR I got very good to outstanding grades based on my performance.

**ACADEMIC DETAILS:**

* Bachelor of Science (BSc) Subject-Chemistry, Botany and Zoology. H.N.B University Srinagar 1984.
* Intermediate(12th) U.P Board,Place-Dehradun 1982.
* High School (10th) U.P Board, Place-Dehradun 1980.

**PERSONALITY:**

* **Drive for performance, passionate about team and organization high level of commitments to any assignment interpersonal skills, calm and composed personality.**

**PERSONAL INFORMATION:**

**Date of Birth – 5th Jan1965’| Languages known- English, Hindi, Gujarati and Punjabi**

**Address – D-52 Konark- Karishma b/h Swaminarayan Temple Vastrapur Ahmedabad- 380015**

**( Neeraj K Sharma)**