**NAME**:-Nitin Sasani

**KEY SKILLS** :-Building Sales with effective Leadership, Worked throughout the coun-try , Almost all Metros & Mega Cities,. with predominantly In

ORTHO/GYN/CARDIO and General segments.

**EXPERIENCE** :- 22 yr 6 month.

LAST **EMPLOYER**:- TROIKAA PHARMACEUITICALS.

**LAST DESIGNATION**:- Assi. Gen. Manager, With Current CTC Rs.19 lac/yr.

Reporting to VP Mkt. With

Team of 75 BMs, 22 ABMs, 8 ZBMs, 1 SM ,

PLACE :- Ahmedabad office

**Nitin Sasani**

**GUJARAT**

**nitin4aura@gmail.com**

**Contact** 6352990403 **~ E- Mail** [nitin4aura@gmail.com](mailto:nitin4aura@gmail.com)

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**~Business Head / Profit Centre Head~**

Versatile, high-energy professional, successful in achieving business growth objectives within turnaround & rapid changing environment, targeting Top-notch Assignments in leadership positions in **Strategic Planning & Leadership | Sales & Marketing|Business Development**

**PROFILE SUMMARY**

Dynamic career of **more than 19 years** reflecting pioneering cross-cultural experience in Cardiac and diabetic, pain Mgmt ,general segment and year-on-year success achieving revenue and business growth objectives;

Proficient in forecasting sales & revenue,

Identify new markets and customer segments,

Developing sales strategies to exploit these opportunities. Communicate key marketing strategies to the team;

Conduct group/individual interactions to check on overall understanding of the marketing strategy by field force.

Well organized with a track record that demonstrates self-motivation,

Creative &took initiative to achieve both corporate and personal goals;

Pagesis strong presentation and negotiation skills

Capability to make strategic decisions and react rapidly in conditions of high competition.

**ORGANISATIONAL EXPERIENCE&previous work**

\* Started with Systopic Pharmaceuiticals as a Medical Representative in 1993, at BHAVNAGAR HQ. 1 YR

\*Joined Dr.Reddy”s Lab. In 1994. As PSR at Surat HQ. worked for 4 yr,

\*Joined IPCA 3C Divi. In 1998. As ABM, worked for 3.5 yr, Covered entire south Gujarat,

\*Joined Troikaa Pharma in 2002 As a RBM and promoted as ZBM in 2004 At MUMBAI covered entire GUJ/MAHARASHTRA, Till 2009, and Promoted as SALES MANAGER, got Additional charge of MP/CHATISGADH, Total 9 year,

\* TOOK A 3 Yr Break for My Children Educations purpose from JUNE 2010 to JUNE 2013, After Achieving Desired Goal of their choice Again Came back to Troikaa Pharma as AGM Mkt. from

JULY2013. and worked till Sept2018. (5year 4 month)

Note:-Due to My family priorities to windup my father's buissness because of his health problems I have resigned from above responsibility, as he went under serious condition

**ACADEMIC DETAIL**

B.Sc in ZOOLOGY ,

Sir P P Institutes of science 1990,

BHAVNAGAR UNIVERSITY,

**Computer SKILL: MS-Office (Word, Excel, and PowerPoint)**

**LANGUAGES kNOWN**

English, Hindi and Gujarati Completely And Partial TELUGU,TAMIL,KANNADA & UDIA

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