**Parthiv Soni**

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**Cadila Pharmaceuticals Limited – Zonal Sales Head ( West ZONE of India ) From November 22 till Date**

**HQ ( location ) – Ahmedabad**

**Gujarat + Mumbai + Rest of Maharastra + Madhya Pradesh+ C.G.**

**Team Size – 43 MRs , 10 ABMS , 2 RSMs**

**Portfolio – GASTRO , CP/GP**

**Volume of Sales – 0.8 Crs / Monthly**

**Cadila Pharmaceuticals Limited – Zonal Sales Head ( South ZONE & West ZONE of India ) from April 2022 – Oct’22**

**HQ ( location ) – Ahmedabad**

**Gujarat + Mumbai + Rest of Maharastra + Madhya Pradesh+ AP + Telangana + Tamilnadu+Karnataka + Kerala**

**Team Size – 130 MRs , 31 ABMS , 7 RSMs**

**Portfolio – Chest , ENT , Critical Care , Paediatrician , CP/GP**

**Volume of Sales – 3.5 Crs / Monthly**

**Cadila Pharmaceuticals Limited – As AGM ( IAMICON Department ) from January ‘2021 till Date**

**To Drive Organisation Strategic Objective by Ensuring Execution form Filed Staff ( 8 Divisions ) for Gujarat- Indirect Reporting**

**Working on Both Acute & Chronic Segments for Ensuring Execution**

**Hierarchy – Reporting to GM > President of the Organisation**

**Ensure ROI from Engaged Customers**

**Driving Division Specific Projects with Objective of Building Brands**

**Playing Key Role for Working on Mission – One Cadila**

**Regional Sales Manager GrACE – Since May 2019 - January 2021**

**Key Achievements :**

* Launched the division in South( Except Kerala)
* Built a team of 5 ASMs and 27 PSRs with territory planning and resource deployment
* Comprehensive doctor list creation with inputs from existing division and thorough RCPA
* Established the division within the first year of launch
  + Mega Brands on budget
  + Uniform performance across states
  + Achieved budget in 11 of 12 months

**Regional Sales Manager ACE – April 2015 to April 2019 ( AP& Telangana)**

**Key Achievements**

* 9 PSRs and 1 ASM promoted from my team
* Consistent Market share increase in all mega brands
* No 1 RSM pan india in FY16-17 & FY 17-18
* My Team earned the maximum incentive in the zone with 2 years of qualification for DREAM INCENTIVE
* Reviewd performace of sales team on a monthly and annual basis along with a thorough annual and mid year review againsts the defined objectives

**Sr. Area Sales Manager ( Dental Pilot Project) – May 2010 to March 2015 ( Gujarat)**

**Key Achievements**

* Lunched the dental pilot project in the state of Gujarat
* Gained extensive understandign of the stomatological market in this stint
* Extensive increase and improvement in the market coverage through
  + Thorough RCPA
  + Creation of right doctor list
* Zero attrition for 3 consecutive years 2011 to 2013
* 100%+ performance in 3 of the 5 years
* Awarded best ASM in the country for 2 consecutive years from 2011 to 2013
* Elevated to the role of Regional sales manager

**Area Sales Manager (Recura) – June 2006 to April 2010 ( Saurashtra + Ahmedabad)**

**Key Achievements**

* Strong understganding of the Gastro, Derma and Stomatological markets
* Increased our organizational equity with the top KOLs in my area
* Engagement activities with KOLs
* Successfuly launched the gastro and derma portfolios
* 1st “Lakhpati” prescriber in Derma developed in Rajkot
* Fastest growing area amongst 11 areas in West Zone in 2007 & 2008

**PSR ( Recura) – October 2001 to March 2006 ( Nadiad & Vadodara)**

**Key Achievements**

* Initiated and established the strong DRL franchise in DDIP whihc is the largst urology institute of Gujarat
* Top PSR in India 2004 and 2005
* Got promoted as ASM in 2006

**G.S.K. Pharmaceuticals. Medical Representative (March 2000 to October 2001)**

**Key Responsibilities & Achievements:**

* Promote GSK’s Critical care and virology brands to Doctors to generate prescriptions
* Covered entire Saurashtra region
* Improved the business from 1.8 Lakhs to 5.6 Lakhs per year

**Educational Qualification**

|  |  |  |
| --- | --- | --- |
| **Period** | **Degree/Diploma , University, Institute , Location** | **Result** |
| 2000 | Bachelor of Science (B.Sc.) Major: Chemistry  Sardar Patel University, Vallabh Vidyanagar Gujarat | 58 % |
| 1996 | Higher Secondary Certificate (Grade 12)  Gujarat State Board, GSFC School Baroda | 52 % |
| 1993 | Secondary School Certificate (Grade 10)  Gujarat State Board, GSFC School Baroda | 70 % |

**Hobbies**

* Travelling
* Listening to Music
* Yoga

**Parthiv Soni**