**Simranjeet Kaur**

Phone: 09725206518

Address: G-24, IInd Floor Malka Ganj, Delhi-110007

Email : [simran.sims90@gmail.com](file:///C:\Users\Simranjeet.Manchanda\Documents\office%20work\linkdin\simran.sims90@gmail.com)

**PROFESSIONAL SUMMARY**

An experienced marketing professional with 3 and half years of work experience across multi specialties with core competency in developing & implementing market strategies, product portfolio management with its value propositions which allows development of successful commercial strategies align with market research analysis leading to the innovation/execution of successful product positioning strategies. Aspired by internal values & Integrity; self-motivated enthusiastic individual well equipped to make an impact in an organization of repute which is committed for better healthcare through quality products thus providing me an opportunity to execute the best of my ability in an area of product management in the field of healthcare

**EXPERIENCE**

### Zydus Cadila Healthcare Ltd. *April 2016- Present*

#### Deputy Product Manager

1. Handling portfolio worth of INR 4.5 Cr  in Gynecologist segment .Actively developing and executing innovative promotional inputs to improve sales and market share as per the brand objectives
2. Analyzing market trends through AWACS &  SMSRC & developing marketing strategies\
3. Developing & implementing Brand Plans which address requirements for short term & long term and delivering business objectives for the brands
4. Generating strong consumer insights and building powerful communication for the brands
5. Handling – Advertisement, Market Research & creative agencies for timely execution of task given
6. Continuous interface with internal stakeholders; supply chain, finance, sales, legal & admin to ensure smooth functioning
7. Forecasting of brands through analysis of brand data both internal as well as external.\
8. Responsible for effective Implementation of the strategies at the field level, conducting quarterly briefing meeting, SIR meets (Strategy Implementation Review meets) and continuously monitoring results
9. Training and supporting field personnel to translate strategies into actions by BTP (Basic Training Program) as well as through joint field work

### Zydus Cadila Healthcare Ltd

#### Assistant Product Manager March-2015- March 2016

1. Handling anti-rabies vaccine-Vaxirab-N, no.2 brand in the ARV market with the objective to maximize the retail availability
2. Conducting extensive field work with thorough analysis of internal and external data (Monitoring product & competitor performance using rigorous External, AIOCD, SMSRC as well as internal data analysis) to get insight of the market, directions in strategic planning and identify current needs of the market
3. Identifying competitor’s product information and their campaigns for doctor conversions to fulfill the needs of the customers
4. Suggested scope for the brands out of the clinic promotion involving- patient support program through toll free no., use of digital media for increasing noise level, which has been incorporated into annual brand plan.
5. Re-launched female probiotic- Fembio which is the World's first probiotic strains for female health.
6. Develop various promotional materials like Visual aids, Training brochures, Scientific Leaflets & help increase the prescription of the brands
7. Continuous analysis for implementation of the strategies post-launch, KOL handling, organizing scientific programs, CMEs and delivering business objectives.
8. Conducting training program & briefing of quarterly “Action Plan” to sales force
9. Driving & Follow-up with sales force for successful implementation of strategies.

### Zydus Cadila Healthcare Ltd

#### Business Officer July-2012-December-2014

1. Formulating business development and driving sales through effective implementation of marketing strategies and customizing the various marketing drives according to account profiles.
2. Handling a wide range of specialties ranging from antibiotics, analgesics, anti-rabies, gastro to multivitamins.
3. Effectively managing different key accounts and maximized sales through promoting the product benefits and scientific events through CMEs from identified core doctors
4. Implementing Sales Management System for effective planning, tracking & motivating performance and achieving the budgets.
5. Coordinating with the sales & marketing team to plan and develop key specialists relevant to my products as speakers.
6. As consistent performer, managed business for the company in the North west regions of delhi by meeting budgets and driving sales. Developed new territories and new accounts giving consistent business increments in highly competitive markets.
7. Cultivated excellent relationships with new prospects and existing customers.

**EDUCATION**

#### Mudra Institute of Communication –MICA

### *Certification course in Marketing and Brand Management* *January 2015- March-15*

Completely dedicated 2 and half months course in marketing and brand management with thorough understanding of various practical and applicable aspects that includes understanding different types of markets, competition, buyer behavior and brand building. A sound understanding of such fundamentals helped appreciate concepts of segmentation, targeting, positioning differentiating, pricing and branding strategies which are necessary to design effective marketing and branding strategies for the organization. Understanding of integrated communication and digital marketing, which are extremely relevant in the growing e-world.

#### Symbiosis Center for Distance Learning

### *Post Graduate Diploma in Business Administration 2013-2016*

#### Guru Gobind Singh Indraprastha University

#### Bachelor of Pharmacy 2008- 2012

### Awards and Achievements:

1. Done one month industrial training at Panacea Biotec Ltd. in 2010 in Quality Control, Quality Assurance, Production, Manufacturing dept. and had the exposure of operations conducted therein
2. Presented poster on ‘DISSOLUTION TESTING OF SPECIAL DOSAGE FORMS’ at AICTE sponsored national seminar on “CHALLENGES OF PHARMACEUTICAL DEVELOPMENT IN 21ST CENTURY and participated as a delegate therein
3. Presented poster on ‘ION EXHANGE RESINS IN DRUG DELIVERY SYSTEMS’ at 26th annual conference of INDIAN PHARMACY GRADUATES’ ASSOCIATION and participated as a delegate therein participated in National Seminar on 'Counterfeit Drugs' at Maharaja Surajmal Institute of Pharmacy

## SKILLS: Brand Management, Marketing Strategy, Product Management, Strategic Planning, Training, Microsoft Office, Presentation Skills, Business Development