**SUNITA VYAS**

**CURRENT ADDRESS:**

**104/N Swarit Apartment**

**Vejalpur Ahmadabad**

**Contact:** +91-7567983600/7069000537

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**EXECUTIVE SUMMARY**

* Dynamic, award-winning executive over 4 years of proven success in creating and launching new products for domestic market.
* Given innovative new products proposal in the therapy & used scientific communication tool to establish products
* Skilled in managing cross-functional teams, administering & ensuring the implementation of the strategy.

**PROFESSIONAL EXPERIENCE**

**Torrent Pharmaceutical ltd.**

**Ahmadabad**

**Division:** Prima

**Designation:** Assistant Product Manager

**Duration:** 23rd Jan17 till present

**Description:**

* Total portfolio size is 8 Cr (MAT Apr’17) external & internal is 5 Cr (FY-16-17)
* Handling a brand Torfix contain Rifaximin for the treatment of hepatic encephalopathy & IBS
* Creating strategy for brands & ensuring its implementation through Scientific promotion to establish the concept
* Apart from the brand management I am also responsible for demand plan forecasting, additional requirement of stock, providing the insight of the external market region wise to understand the market dynemics
* Providing the medico-marketing support to team
* Data interpretation external Vs Internal to drive the brand
* Designing the visual aid communication, campaign to involve the field people & doctors

**Cadila Pharmaceutical ltd.**

**Ahmadabad**

**Division:** Magfam

**Designation:** Deputy Product Manager

**Duration:** April’15 to 17th Jan’17

**Description:**

* Total portfolio size is 55 Cr (MAT Aug’16) external & internal is 52 Cr (FY-15) & YTD 40 Cr (Jan-Aug’16)
* Handling the biggest brand of the division & All India **Aciloc-300, Aciloc-Only & Aciloc-S** for the treatment of hyperacidity
* Creating strategy for brands & ensuring its implementation Scientific promotion to establish the concept (Online education program on NAB & conducting the webinars)
* Providing the medico-marketing support to team
* Prescription data analysis external Vs internal
* Designing the visual aid communication, campaign to involve the field people & doctors
* Data analysis region wise, metro, class 1 town & class 2 town, rural area

**Sun Pharmaceutical Lab. Ltd,**

**Mumbai**

**Division:** Sun Urology

**Designation:** Product Executive

**Duration:** Feb’2013 to Apr’15(2 years & 3months)

**Description:**

* Total Portfolio Size: Internal- 11 Cr. (FY2014-15), External- 12 Cr. (MAT Jan’15)
* Handling brands meant for treatment of overactive bladder (OAB): Darilong (Darifenacin), Tropan (Oxybutynin) & Tamlet (Tamsulosin + Tolterodine)
* Development & implementation of the annual marketing plan
* Responsible for providing sales team a necessary technical expertise to enable them to sell the product. This involves printed and other promotional materials, product training, and relevant clinical papers.
* Responsible for reviewing market data to ensure that the field force is kept up to date on new developments in market.
* Identification of new products in accordance with therapy
* Extensive field work to understand the pulse of the customers
* Analyzing the internal & external data to access competition

**Ind- Swift Ltd.,**

**Mumbai**

**Division:** Mega Swift Division

**Designation:** Product Executive

**Duration:** July’12 - Feb’13

**Description:**

* + Handled nutraceutical products & antibiotics
* Planning and designing of promotional material to support the sales team and meet marketing objectives with cost effectiveness.
* Trained, motivated and guided the field force to ensure the continuous growth of the brand.
* Coordinated with distribution department for allocation of products.

**Wockhardt Ltd.**

**HQ- Indore**

**Division:** Spectra (Gynecology)

**Designation:** Sales officer

**Duration:** March’11- Sept’11

**Description:**

* Meeting doctors
* Effective implementation of company strategies
* Achieving annual sales targets
* Monitoring competitor activity and competitor's products

**PROFESSIONAL RECOGNITION**

* Entire product portfolio is on the annual target & growing more than better than the market (25%) as per the ORG (Darilong, Tamlet, Tropan)
* Launched new product- Tadalafil 5 mg for management of LUTS due to BPH with or without ED
* Developed iPad communication for brands
* Grabbed annual star award

**COMPUTER SKILLS**

* MS Word
* MS Power Point
* MS Excel

**EDUCATION**

* **MBA in HR & Marketing**: From IMI College, Indore (M.P.).
* **B. Pharmacy:** From B. R. N. College of Pharmaceutical Education, Mandsaur (M.P.).

**SEMINAR AND WORKSHOP**

* Attended a short term course on “Corporate Creativity” organized by IIT Kharagpur at IMIRC, Indore.
* Attended a short term course on “Emotional Intelligence” by IIM, Lucknow at IMIRC, Indore
* Attended extensive lecture series on “Opium Derived Pharmaceuticals”, “DSIR Funding Schemes”, “Plant Tissue Culture” at BRNCP, Mandsaur.
* Attended academia-industry seminar on “Chinese & Canadian Experience in Pharmaceutical Research” at BRNCP, Mandsaur.

**EXTRA-CURRICULAR ACTIVITIES**

* Participated in new product development in marketing carnival
* Participated in kite festival in college
* Participated in CEDMAP (Centre for Entrepreneurship Development, Madhya Pradesh) program
* Participated in E-Week and got exposer to sells tactics in rural market.
* Participated in “Save Water - Save India “event in IMI College, Indore.

**PERSONAL DETAILS**

**Date of Birth :** February 20th, 1986

**Father :** Mr. Gopal Chandra Vyas (LIC Agent)

**Mother :** Mrs. Indira Vyas (House Wife)

**Permanent Address :**

27 Vyas Sadan,

Private Bus Stand,

Neemuch- 458441, Madhya Pradesh.

**Linguistic Abilities :** English, Hindi

I hereby declare that the information given above is correct to the best of my knowledge.

**Date: Sunita Vyas**