

Tamojit Nandy

Regional Marketing Manager (South) at Tricog Health
Bangalore, Karnataka, India
Email: tamojitnandy@gmail.com | Phone: 9836639102 |
LinkedIn: www.linkedin.com/in/tamojit-nandy-106a6019/

Objectives

With 12+ years of experience in the healthcare industry, I aim to advance my career in Marketing, Business Operations, Business Development, and Market Development.

Professional Summary

- **Revenue Growth:** Handled a business of INR 25 million in Kolkata Region at Abbott Nutrition, achieving a 30% growth in the Ensure portfolio in 2017 and 35% in 2018.
- **Team Management:** Managed a team of 10, ensuring monthly targets and timely payments.
- **Product Launch:** Introduced “Ensure plus RTH” and “Ensure Plus Peptide” liquid nutrition in India, contributing to a 25% business increment in 2018.
- **New Market Expansion:** Launched new products (Sweet Chilly Chicken & Salt & Pepper Chicken) in New Zealand and Asian markets, contributing 8% of sales at Tegel Foods Ltd.

Experience

Tricog Health

Regional Marketing Manager – South (July 2023 – Present)

- Overseeing offline marketing activities in South India.
- Optimizing sales strategies, conducting market research, and generating leads.
- Added revenue of INR 3 million month on month through new lead generation and KOL Management, marketing activities.
- Developed GTM strategies for V Cardia Advanced model which contributes 25% of the total revenue.

Agappe Diagnostics Ltd

Regional Sales Manager (January 2023 - June 2023)

- Managed the Karnataka business for POC division products.

TIWIT.Life

Marketing Manager (October 2021 – December, 2022)

- Launched MyfitGene and Genomepatri and generated revenue of INR 1.5 million months on month for the start up.

Tegel Foods Ltd

Product Manager (October 2020 - August 2021)

- Developed consumer insights and worked closely with external advertisement and media agencies for effective campaign development. Creating display and organized campaign for new product launch in Countdown and PAK'nSAVE.

Abbott Nutrition

Sales Development Manager (October 2018 - April 2019)

- Responsible for smooth transition of "Glucerna SR" to "Ensure Diabetes Care" in Eastern Region.
- Launched "Ensure plus RTH" and "Ensure Plus Peptide" liquid nutrition first time in India. Responsible for the incremental business of 25% in liquid nutrition portfolio in Oct.,2018.
- Rewarded with Champion's League Award (2015, 2017) and GM Award (2018, 2019).

Senior Nutrition Sales Executive (May 2015 - September 2018)

- Managed a team of 10 people & ensured the monthly targets are being achieved and timely payments are made Managed the market leader brand "Ensure" Launched "Ensure Plus Peptide" Powder in Eastern Region. Gave double digit growth in sales of cancer specific nutrition "Prosure" in Apollo chains.

Nutrition Sales Executive (April 2013 - April 2015)

- Marketed products to various specialists and conducted market research.

Lupin Ltd.

Marketing Executive (April 2011 - April 2013)

- Handling world-class insulin brand "HUMINSULIN" & "GLUCONORM" and managed INR 8 million business/month.

Education**Auckland University of Technology**

Master of Business Administration - MBA, Marketing (2019 – 2021)

Globsyn Business School

Post Graduate Program in International Business (2009 – 2011)

Bangalore University

Master of Science, Biotechnology (2007 – 2009)

Bangalore University

Bachelor of Science, Biotechnology (2004 – 2007)