



Jevan Dsouza

Strategize and lead business development initiatives in the Nutrition and Pharma sectors, focusing on driving demand generation, optimizing operational efficiency, and capturing significant market share. Aiming for National Head positions to leverage expertise gained over 23 years of experience with an organization of repute

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PROFILE SUMMARY

- Demonstrate **dual expertise** in the **nutrition** and **pharmaceutical sectors**, showcasing **adaptability** in managing **distributor networks** and **medical detailing teams** to drive market success and brand growth.
- Strategically devised and implemented **sales strategies** customized to various **town classes** and **HCP preferences**, resulting in substantial **growth** and **market penetration** across diverse **product segments**.
- Achieved notable success in **hospital & trade pharmacy channel development** by optimizing **distribution channels**, nurturing **channel partner relationships**, and implementing effective **channel strategies** to expand **market reach** and drive **revenue growth**.
- Established leadership in **sales force effectiveness**, designing and implementing impactful programs encompassing **performance metrics (HCP call avg., call time, must detail slides, brands per call & HCP engagement)**, **incentive structures**, and **training initiatives**, leading to enhanced **sales productivity** and overall **effectiveness**.
- Leveraged **data-driven insights** from sources like **AC Nielsen, National Family Health Survey, Nutrition India Dashboard** to formulate strategies, resulting in consistent **double-digit value growth** year-on-year, demonstrating proficiency in utilizing **market data** for **strategic decision-making**.
- Spearheaded **HCP (Health Care Professional engagement)** initiatives, resulting in the development of lasting relationships, increased **brand loyalty**, and heightened **customer satisfaction** and **retention rates**, underscoring a commitment to fostering strong **customer connections**.
- Implemented **dynamic training** and **coaching programs** tailored to **individual and team needs**, fostering continuous **skill development** and **knowledge enhancement**, contributing to improved performance and employee satisfaction.
- **Market Share Expansion:** Successfully increased market share by 520 basis points in key regions like Gujarat, MP, and Chhattisgarh, through targeted demand generation initiatives and strategic business development efforts.



CORE COMPETENCIES

KOL Development

Market Analysis

Sales Forecasting

Scientific Event Planning

Business & Brand Development

Distribution Strategies

Key Account Development

Campaign Management

Training & Team development

Channel & Category Development



EDUCATION

B.Sc. (Chemistry)
Mumbai University
1995-1998

**Advanced General Management
Program from IIM Kolkata**
2013- 2014



CERTIFICATIONS



**CAPSTONE Business Simulation
Program**



**High Performance PDS Coaching by
Achieve Global**



**Dale Carnegie Leadership Advantage
Program**



**Franklin Covey Working at The Speed
of Trust**

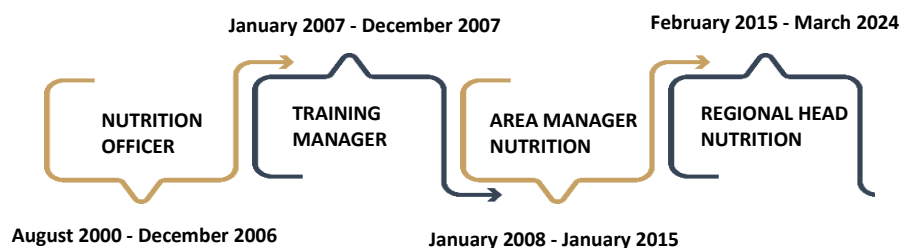


WORK EXPERIENCE

Nestle India Limited/ August'2000-March'2024



GROWTH PATH



As Regional Head Nutrition

Key Impact Areas:

- Successfully executed and achieved the comprehensive commercial strategy, resulting in significant **market share growth** and business expansion across diverse town classes.
- Orchestrated premiumization initiatives through concept building with HCP's, aiming to increase product value perception and higher **margins**.
- Devised and implemented effective channel strategies that maximized sales, leveraging a deep understanding of **market dynamics** and **consumer behavior**.
- Planned and executed impactful sales promotional events in key channels (e.g. sampling in clinic & pharmacy), fostering strong relationships with **key accounts** and driving incremental sales.
- Developed and implemented strategic plans for **rurban (rural-urban) development**, capitalizing on emerging market opportunities and expanding the brand's footprint in previously underserved areas through **3rd party coverage of HCP** in town class 3 & below towns.
- Cultivated extensive networks across multifunctional teams, including **HR, Finance, Category Development, Medical Affairs, Brand Management, and Supply Chain**, to achieve key performance indicators (KPIs) and ensure alignment across departments.
- Collaborated closely with **chain pharmacies** and **modern trade** teams to drive business growth, strengthen partnerships, and maintain market dominance in key retail channels. Networked with wholesalers (e.g. Amrit Pharmacy, local wholesalers) for supply to **Govt. Hospitals**.
- Successfully managed sales operations in three distinct locations: **Kolkata (Bihar, Jharkhand, & Orissa), Ahmedabad (Gujarat, Madhya Pradesh, & Chhattisgarh), and Delhi (Delhi & Rajasthan)**, optimizing resources and ensuring consistent performance across regions.

As Area Manager Nutrition

Key Impact Areas:

- Led coaching for officers, fostering **key account development, market intelligence insights, and KOL (Key Opinion Leader) development**. Expanded **town and HCP reach** while driving **new product initiatives**, increased outlet reach through secondary salesforce.
- Initiated new ways of HCP engagement to establish product concept – E.g. JAM (journal advocate meet), Face-Off, NEW (NICU Experience Workshop) & Tate Texture & Trust activities.
- **Engagement Activity with Key Hospitals** – Kaushal (Soft Skill Development), Connect to Collaborate with function heads, Joint Business Planning & TOT agreements.

As Training Manager

Key Impact Areas:

- Conducted officer training workshops, integrating **classroom** and **hands-on instruction** to refine professional detailing skills, resulting in improved performance and productivity among team members.
- Networked with **HR** to conduct officer recruitment interviews effectively, ensuring the selection of high-caliber candidates who aligned with organizational goals and values.
- Conducted **induction sessions** for new recruits, providing comprehensive onboarding experiences to integrate them into the company culture and enhance their understanding of roles and responsibilities, contributing to faster integration and improved retention rates.
- Worked on **field force effectiveness** initiatives, implementing strategies to enhance productivity and performance, resulting in increased sales and market penetration.
- Collaborated with **medical affairs** and **marketing teams** to implement communication strategies for the West Branch, ensuring alignment with brand objectives and market needs, ultimately enhancing brand visibility and market presence.

As Nutrition Officer

Key Impact Areas:

- Took initiatives to enhance healthcare provider (**HCP**) advocacy, fostered **Nestle Nutrition Institute** activities, and developed new towns for **infant nutrition** business growth, ensuring increased awareness and adoption of nutritional products.
- Expanded product reach for key brands like **LACTOGEN, NAN, and CERELAC**, facilitating wider accessibility and availability in target markets, thereby driving sales and market share growth.
- Initiated promotional events in **play schools** and key channels for **growing up milks**, effectively reaching out to parents and caregivers and creating brand awareness and preference among target demographics.
- Established robust networks with **distributors, redistributors**, and internal stakeholders, ensuring seamless coordination and collaboration to achieve monthly and yearly targets, resulting in consistent business growth and achievement of objectives.
- Managed operations across **Pune, Kolhapur, and Mumbai** territories, optimizing resources and implementing strategic initiatives to maximize market penetration and revenue generation in each region.

Territory Manager - Mucos Pharma India

June 1998 - August 2000

Key Impact Areas:

- Led the successful launch of new products in the **enzyme treatment category**, focusing on healthcare professional (HCP) advocacy in **surgical, oncology, and sports medicine domains**, resulting in increased **market presence** and adoption.
- Organized **Continuing Medical Education (CME)** sessions to establish key concepts, develop **Key Opinion Leaders (KOLs)**, and foster strong networks with **distributors** and **chemist channels**, enhancing product understanding and driving **sales growth**.

PERSONAL DETAILS

Address : Andheri East, 400059, Mumbai
Date of Birth : November 14, 1977
Languages : English, Marathi, Hindi & Konkani