

Career objective:

Highly motivated, patriot professional in pursuit of business development manager position, determined to deploy the specific skill set acquired over a successful span of eight plus years' experience in business development, marketing and sales for both organizational and professional growth.

Professional summary

A creative and innovative thinker, who craves for challenges and who is willing to work outside his comfort zone. A motivated team player who consistently aims to push organizational expectations and exceed desired goals. He possesses excellent communication and interpersonal skills so as to achieve the objectives in a timely manner. Pragmatic and results orientated, with a focus on bottom line results, he has a track record of achieving and exceeding the standards of performance set out for any given project. He wants to develop a rewarding career in a rapidly expanding firm, and is currently looking for a suitable position with a company that values passion, positivity, integrity and hard work.

Core competencies

Business development	Managerial	Personal
Marketing and sales	Brand management	Leadership
Competitor intelligence	Strategic management	Team oriented
Market research	Team management	Stress management
Client orientation and lead gen.	Crisis management	Highly organized
Critical analysis	Clientele management	Self-motivated
Integrated marketing	Admin, technical and reporting	Professionalism

Professional experience

BUSINESS DEVELOPMENT AND BRAND MANAGER
(NISHIKEM LTD, PUNE)

(APRIL 2018 – PRESENT)

Duties:

- Identify new business opportunities - including new markets, growth areas, trends, customers, products and services and craft growth strategies and plans.
- Understand the needs of your customers and be able to respond effectively with a plan of how to meet these.

- Think strategically - seeing the bigger picture and setting aims and objectives in order to develop and improve the business.
- Work strategically - carrying out necessary planning in order to implement operational changes.
- Ensure staff are on board and understand the need for change and what is required of them. Ensure they are trained appropriately.
- Liaise vertically and horizontally with all the stakeholders.
- Keep abreast of trends and changes in the business world seek ways of improving the way the business operates. Also attend seminars, conferences and events where appropriate.
- Managing and retaining relationships with existing clients as well as adding new clients.
- Having an in-depth knowledge of business products and value proposition.
- Writing business proposals, negotiating with stakeholders, drafting and reviewing contracts.
- Identifying and mapping business strengths and customer needs.
- Brand strategy, including the setting of style guides, brand guidelines, brand vision and value proposition for short as well as long term
- Planning and execution of all communications and media actions on all channels, including online and social media.
- Assisting with product development, pricing and new product launches as well as developing new business opportunities.
- Creating and managing promotional collateral to establish and maintain product branding.
- Managing the budget for advertising and promotional activities.
- Competitor and customer insights analysis.
- Timely reporting and feedback to be provided to the management and subordinates.

BUSINESS DEVELOPMENT MANAGER

(JUNE2014 – MARCH2018)

(BOOKER PREMIER LTD - CARDIFF, WALES UK)

Responsible for converting the low performing and stagnant business areas into the role model for the business. Developing and expanding the important profitable areas so as to fulfill the organizational goals and expectations beyond the norms.

Duties:

- Developing the core operational and functional strategies to expand the business in all dimensions.
- Critically analyzing the set of day to day workplace activities and improvise the shortcomings if any.
- Developing a standard for hiring, training and coaching the desired workforce and form a team to achieve the maximum output from the staff.
- Creating a transparent platform for interpersonal and collaborative communicating network across the suppliers, distributors and management to achieve the expected results.

- Monitoring and analyzing the data in terms of trends related to goods and services offered to meet the current and future needs.
- Forming and implementing a set of tools to obtain relevant customer feedback data to tap their desired demands and meet them in a timely manner.
- Actively involving in ordering, inventory checks, merchandising, promotions, ROI of the goods and services offered.
- Brand strategy, including the setting of style guides, brand guidelines, brand vision and value proposition for short as well as long term
- Planning and execution of all communications and media actions on all channels, including online and social media.
- Assisting with product development, pricing and new product launches as well as developing new business opportunities.
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ASSISTANT STORE MANAGER/BD

(APRIL 2013 - APRIL

2014)

(FAMILY CHOICE TRADING LTD, BEDFORDSHIRE, UK)

Important Responsibility was to attain the desired goals and objectives in diligent and satisfactory manner.

Duties:

- Create and maintain a culture focused on the customers, enhance customer experience while developing a relationship to meet long term business goals.
- Responsible for achieving individual sales goals, and that the store meets the expected sales throughout the term.
- Monitoring sales, services, inventory, expenses and other important areas affecting the profitability.
- Effectively applying concepts such as brand and strategic management, integrated marketing, merchandising, operational analysis, etc.
- Effective implementation of important operational protocols, standards and effectively communicating through the hierarchy.
- Forming a positive alliance with suppliers and wholesalers to get the best deals in the region for the continuous business growth.

MARKETING EXECUTIVE (LUPIN – PANAJI, GOA)

(APRIL 2012 - SEPT 2012)

FIELD SALES OFFICER (GLENMARK – PUNE, MAHARASHTRA) (NOV 2009 – NOV 2011)

Responsible to show a growth in sales while building a positive brand image of the organization with respect to the clients and distributors. Work closely with the associates to timely tap the business opportunities for the overall growth of the division.

Duties:

- Organizing appointments and meetings with community and hospital based healthcare professionals.
- Identifying and establishing new business counters.
- Demonstrating or presenting products to healthcare professionals.
- Meeting both the business and scientific needs of healthcare professionals.
- Attending and organizing trade exhibitions, conferences, CMEs and meetings.
- Achieving primary and secondary sales targets with respect to brands, clients, chemists, stockist and overall territory.
- Prepare and Maintain territory performance data, doctor profiles, chemist profiles, stockiest profiles and execution data in stipulated formats for effective management of the territory.
- Reconcile and share monthly reports of both primary and secondary sales.
- Timely and accurate reporting as per systems & process applied by the organization and maintaining detail records. Making reports and other documents relevant to day to day activities.
- Respond promptly to all expert queries within the individual's area of knowledge and to seek support to resolve the same.
- Strict adherence to compliance protocols of the organization.
- Provide accurate information pertaining to products and their approved indications in a manner which will ensure only labeled use of these products.
- Report adverse events, if any to the concerned manager through proper channel.

ACADEMIC QUALIFICATIONS

MBA (Brand management) – University of Bedfordshire, UK – 2013-2014.

MBA (marketing) Distance – Sikkim Manipal University – 2011-2012.
Bachelors of pharmacy – Shivaji University, Kolhapur – 2006-2009.

CERTIFICATES AND HONORS

National level workshop (Research) - 2008
State level workshop (Packaging) – 2009
National service scheme voluntary participation – 2009 and 2010
Outstanding performance of the year and certificate of excellence (Glenmark) - 2011
Winner of the professional training and incubation (Lupin) – 2012.
TOEFL certification – Grade A (94/120) – 2012
MBA (Brandmanagement) Simulation practice week (winner)– 2013

LANGUAGES AND IT SKILLS

Proficient in English, Hindi and Marathi.
Profound knowledge of MS office.