CURRICULUM VITAE

RAMA KISHORE

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## Ast. Vice President – Sales & Marketing (International)

**Synopsis:**

* 22 years of experience in Sales and Marketing
* 13 years of experience in international markets in Business Development, Sales and Marketing
* 9 years of Brand management experience
* Experienced in Eastern Europe, CIS, Middle East, Africa and South East Asian Countries

**Skills and proficiency:**

▪ Business Development ▪ Sales management ▪ Strategic Planning

▪ Field force management ▪ Distributor management ▪ In-Licensing Business

▪ Out-Licensing Business ▪ Local Manufacturing ▪ Joint Venture

▪ B2B Business Development ▪ Channel Marketing ▪ Team Management

**Markets Knowledge:**

Europe, Africa, Middle East, CIS and South East Asian countries

**Portfolio Management:**

Experienced in Ortho, Gynaec, Gastro, Oncology, Cardio, Diabetic, Pain and Antibiotics segments.

**Educational Qualification:**

B pharmacy and MBA

**CAREER HIGHLIGHTS**

***Ast. Vice President – Cadila Pharmaceuticals Limited***

***(Russia and CIS countries)***

*Based at Ahmedabad*

Started from Dec 2019 … working till date

Pharmaceuticals: Ortho, Gynaec, Opthal, Cardio and antibiotics segment.

* Responsible for 12.8 mln USD Business with growth rate of 18%
* Successfully managing Russia Field force team and contributing to 50% of the international business.
* Built in 1 mln USD business in CIS countries
* Ensuring High profitability from the product mix
* Launching of New countries in CIS region

***Portfolio size:*** 12.8 million USD

***Business Head - Vitane Pharma Germany.***

***(Europe, CIS, Africa and South East Asia)***

*Based at Dubai*

Started from March 2016 to Dec 2019

Nutritional Supplements: Ortho, Gynaec, Opthal, Cardio and Beauty segment.

Pharmaceuticals: Anticancer

* Turn around Nigeria into profit center in 6 months with own marketing team – 1 mln USD
* Managing the eastern Europe business successfully – 1 mln USD
* Kick start anticancer and Food Supplements business in CIS countries: 2 mil USD
* Established the Anticancer business I south east Asia – 1 mln USD
* Stabilized the African business with turnover of 2 mln USD
* Responsible for all marketing plans and business plan for the Company with 3 member PMT team reporting

***Portfolio size:*** 7 million USD

***Markets covered:***

**Europe:** France, Macedonia, Lithuania, Latvia, Albania, Kosovo and Ukraine

**CIS Countries**: Russia, Moldova, Armenia, Azerbaijan, Georgia, Belarus, Uzbekistan, Kazakhstan and Kyrgyzstan

**African Countries**: Nigeria, Ghana, West French Africa, Kenya, Tanzania, Uganda and Rwanda

**South East Asia Countries**: Myanmar, Vietnam, Cambodia, Srilanka, Philippines, Thailand, India, Pakistan and Bangladesh

***General Manager (Marketing and Sales), BioPlus Life Sciences.***

***(Middle East & CIS countries)***

*Based at Bangalore, India*

Started from May 2009 to March 2016

*May 2009 – April 2011: Joined as Marketing Manager, handling brand management for Emerging Markets – MENA, CIS and SEA countries and business development for MENA region.*

*April 2011- April 2013: Promoted to Asst. General Manager position handling Sales and Marketing for MENA and CIS countries*

*April 2013 – till Date: Promoted to General Manager position handling Sales and Marketing for MENA and CIS countries with 4 Country heads and 1 Business Development manager reporting.*

***Markets covered:***

**North African / Middle East Countries**: Iran, UAE, Bahrain, Oman, Qatar, Yemen, Kenya, Uganda, Rwanda and Sudan

**CIS Countries**: Ukraine, Moldova, Armenia, Azerbaijan, Georgia, Belarus, Kazakhstan and Kyrgyzstan

***Segments:***

Nutritional Supplements: Ortho, Gynaec, Opthal, Cardio and Beauty segment. Successfully established the nutritional supplements 20 mln USD business for Natures Only in Middle East and CIS region.

Pharmaceuticals: Cardio and Diabetics

***Portfolio size:*** 20 million USD

***Highlights***

* Responsible for the Company’s Emerging Markets business from 3 mln USD to 20 mln USD till date
* Achieved 3 mln USD business in Iran for the first-year launch in 2010. 150% achievement.
* Expanded company’s business to 3 mln USD in Middle East region in 2013
* Nutritional supplements business in Kazak and Ukraine achieving 1.5 mln USD and 2 mln USD respectively in CIS countries in 2012
* Achieved 10 mln USD business in Iran by Joint Venture and out-licensing agreements in 2015.

***Group Product Manager in Emcure Pharmaceuticals,*** *Mumbai*

Worked from Apr 2007 to May 2009

***Segments:*** Cardio and Diabetics

***Portfolio Size:*** 10 Crs

**Highlights**

* Launched the Anti Diabetic range of products to be 5 crs brands (Emperide and Pioglu) in 2 years
* Successfully build the Full 24 AM to be 4 Crs brand in 2 years
* Involved in the launch of Cardio range of products in 2008 for the division
* Launched to achieve 3 crs with Zemcifer and Defsure in merged division of Zemcure
* Organized & managed important Doctors conferences like CSI & APICON, international doctor symposiums in Bangkok.

***Group Product Manager in VHB Life Sciences Inc.,*** *Mumbai*

Worked from Jan 2006 to Apr 2007

***Segments:*** Ortho, Gynaec and Cardio

***Portfolio size:*** 40 Crs

**Highlights**

* Headed Marketing team to start up 2 divisions ortho and Gyanec division with a turnover of 30 crs in the first year
* Successful launch of Haemaze A to be 2 crs brand in the first year.
* Successfully managed VHB sponsored mega event *APICON 2007.*

***Product Manager in J. B. Pharmaceuticals Ltd.,*** *Mumbai*

Worked from Apr 2005 to Jan 2006

***Segments:*** Antibiotics and Gastro

***Portfolio size:*** 30 Crs

**Highlights**

* Strategic promotion that helped company to encashed the brand equity of 25 crs Rantac to create a mega brand Rantac PP.
* Achieved Cefjoy O to be 1.5 crs brand for the year
* Managed major All India conferences like ASICON & IOACON.

***Product Manager in Galpha labs ltd. (Alkem Group),*** *Mumbai*

Worked from Feb 2004 to Apr 2005

***Segments:*** Antibiotics

***Portfolio Size:*** 5 Crs

***Product Manager in Pharmed Inc,*** *Bangalore*

Worked from Aug 2000 to Dec 2003

***Segments****:*Ortho and Gynaec

***Portfolio Size* :** 8 Crs

***Brand Executive (Medical Representative) in Emcure Schweiz,*** *Bangalore*

Worked from Nov 1999 to Aug 2000

**ACADEMIC CREDENTIALS**

* ***Post - Graduate Diploma in Management /MBA in Marketing Management***

St. Joseph School of Business Management, Bangalore. (1997 -1999)- Grade A

* ***B. Pharmacy***

Bangalore University. (1992- 1996). First class

* ***Pre-University Education Board***

Bangalore (1992) Second class

* ***SSLC***

Bangalore (1990) First class

**PERSONAL DETAILS**

**Email:**  ramakishorepeyyeti@gmail.com

**Date of Birth:** 8th October 1974

**Marital Status:** Married

**Languages Known:** Russian, Persian, Hindi, Telugu and kannada

**Note**: References will be furnished upon request