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| |  |  |  |  | | --- | --- | --- | --- | |  | S  \_13 | Sandeep Manchanda |  | |  | 9899982040 | |  |  | | --- | --- | | 1sandeepmanchanda@gmail.com | New Delhi, DL 110019 New Delhi, DL 110019 | |  | | **Website, Portfolio, Profiles**   * http://www.linkedin.com/in/sandeepdigitalpharmacist   **Skills**   * Managing, marketing plans, marketing, * Microsoft Excel, Microsoft PowerPoint, Microsoft Word, * Network, personnel, PROMOTION, * Retail, Sales, strategic, TV * Recruiting and hiring * Policy and procedure development * Supply chain distribution * Cost reduction and containment * Administration strength * Strong customer relations * Verbal/written communication * Digital Marketing * SEO,SEM,PPC, * Strategic planning * Performance metrics analysis * Targeted marketing * Relationship building and retention * Policy and Procedure Development * Performance Metrics Analysis * Presentations * Recruiting and Hiring * Relationship building * Customer and employee rapport * Business administration * Financial administration * Budgeting * Financial Management * Consulting * Program oversight * Negotiation * Business planning * Staff Management * Excellent work ethics * E Commerce Development * Vendor procurement * New product launching * Search engine optimization * Social Media Management * P&L Management * Campaign management * Teamwork * Training & Development * Customer service, education, and counseling * Medication dispensing and immunizing * FDA Drug Safety Guidelines * Loss Prevention Controls * Safety Understanding * Pharmaceutical Sales and Services * Drug Safety * Regulatory Standards * Medication Therapy Management * Company Policy Compliance * Regulatory Requirements * Staff Training * Business growth and retention * Pharmaceutical sales techniques * Market Analysis * Market Strategy * Product Knowledge * Expense Reports * Appointment Setting * Network development * Revenue Generation * Retention strategies * Account development * Infection Control and Aseptic Procedures * Preventive skin care * Interpersonal Communication * Multitasking abilities * Conflict resolution * Planning and Coordination * Corporate Communications * Brand development * Budgeting and Allocation  * Marketing and advertising * Product development * Relationship-Building * Sales Training * Performance Appraisals * Training Programs * Mergers and Acquisitions * Business growth and marketing strategies * Portfolio and finance management * Proposals and presentations * Performance monitoring and evaluation * Market trends and analysis   **Languages**  **Hindi, Punjabi, Haryanvi** : Native language  **English**: C2    Proficient  **kanada**: A2    Elementary | **Professional Summary**  Organized and detail-oriented with 20 years of experience in Sales & Marketing operations and the Pharmaceutical & Healthcare Sector. With the knowledge and experience in Digital Marketing, SEO, SEM, Affiliate Marketing e-Mail Marketing, PPC. ROI , Pharmacy retail operation and various segment in ethical business (eg, Derma , Ped., Critical care, ENT , Ortho ,Pain, Antibiotic ,General segment Resp.,Cardiac, ) OTC , Ayurveda in Pharmaceutical & Healthcare Domain. Adept at defining financial capabilities through effective forecasting, projections, volume, operational functions and RFP processes. Proven ability to design and implement optimized practices for increasing productivity and profitability. Distinguished leadership skills with a commitment to increasing customer satisfaction.  Pharmaceutical/Healthcare/Pharmacy/Hospital industry with progressive responsibilities, with several years' tenure in management, including a mid-level position starting from Grass route level, with excellent employee development.  Customer service and analytics skills coupled with more than 20 years of experience. Highly effective and comfortable giving engaging presentations to clients to drive new business, expand accounts and establish brand profile. Excellent team builder and leader of initiatives that result in improved revenues. . Recognized consistently for performance excellence and contributions to success in Pharmaceutical, Healthcare,personal care as well as Retail industry. Strengths in Pharmaceutical sales and Digital Marketing backed by training in Pharmacy & Strategic Digital marketing from tier one institute **Judge Business School. (The university Cambridge**  **Accomplishments**   * Resolved product issue through consumer testing. * Collaborated with team of 100+ in the development of Sukinn Healthcare India . * Supervised team of 200+ staff members. Presently working with a team of 135 teammates in sales and 20 marketing PMT as well as 50 more operations and HR Peoples. * Used Microsoft Excel to develop inventory tracking spreadsheets. * Documented and resolved the issues of updating the Knowledge related information of products and other marketing skill development by through training session of sales & Marketing team ,which led to better penetration in the market and achievement of the products sales in timely manner.   **Work History**  March 2020 - Current  VICE PRESIDENT, Medbay India Pvt Ltd, Delhi, IN  Handling Sales and marketing Department for pan India operation in Healthcare Financing for patients in Hospital as well as cosmetic centres and other healthcare Institutes for financial products along with Hand sanitizer and mask along with other items.   * Developed short and long-term sales strategies to gain market share, uncover new sales opportunities and increase revenue. * Performed monthly sales forecasting and competitive analysis to determine product performance levels and need for new product developments. * Increased revenue by implementing effective sales strategies in all aspects of sales cycle process from prospecting leads through close. * Implemented high-volume national email marketing campaign, resulting in average of 2000 leads per month. * Fostered performance development of staff through ongoing coaching and mentoring on best practices. * Boosted profitability 2% by developing 22-person leadership team, communicating expectations and leveraging company's resources. * Created additional revenue streams by introducing new product lines, boosting revenue 15%. * Assisted sales team with development of aggressive sales strategies to achieve sustained market growth   February 2017 - February 2020  V.P, Vice President, Sukinn Healthcare India, Delhi, IN   * Sale & Marketing in Pharmaceutical (Ethical, Nutraceutical, Herbal Cosmetic OTC, Ayurveda,) company- "Sukinn Healthcare India" Involved in process of launching company in Pan India. * Responsible for taking strategic decision on Channel setup (traditional and Non-traditional outlets) with addition as Digital marketing and Modern Trade Instrumental in implementing incentive schemes & sales coordination, preparing marketing plans and implementing in sales. * Involved in process of **launching company** along with handling **contract manufacturing** and **third-party product manufacturing** and development with these parties, Internationally as well as domestic and handling of **CHA ,Excise, DCGI for Import**,**Export** negotiate terms and condition and finalize contract for starting operation in Pan India. * Imparted training to sales team, explored new markets, managed channel and placed products in market, new venture to launch pan INDIA operations. * I also created complete Distribution network for Pan India operations and managing this Pan India set-up for key sales metrics. * Hired and manage104 employees to maximize productivity while training staff on best practices and protocols. Team size handling 104 S Peoples includes 15 RM and 77 BE and 12 office staff ie. HR, Logistic Manager QA, PMT, Sales coordinator.   May 2014 - January 2017  Deputy General Manager, Phynix conglomerate India Ltd, New Delhi,NCR, IN   * Reviewed performance results to target and take corrective measures with authorization and escalation. * Fostered and promoted cooperative and harmonious working climate conducive to maximum employee morale, productivity and effectiveness. * Administered operating budget, approved expenditures and implemented budgetary adjustments. * Handling team of more than 94 Managers, 115 CFA 80 Super stockiest, * Handling **contract manufacturing and third-party manufacturing** for **product portfolio** start from **choosing vendors, manufacturers**, till final negotiation with finalization of contract terms and condition with these **Business partners** for TEN divisions covering area Pan India * Create and handle **Marketing team sales team and distribution team for pan India** * **Training to new team in regards to sales and marketing with help of PMT to team members** time to time to enhance their brand and **product knowledge as well as to enhance their marketing and sales.**   March 2013 - April 2014  Business Head, Kedia House of Medicines LTD., Gurgaon, IN   * Developed and executed strategic initiatives to implement key changes and improvements in business development and sales programs. * Defined and integrated roles, responsibilities and processes for business team and data management organization. * Launch brand As **OTC Gopain, Coldwin** With Advertisement in TV commercial as brand Ambassador **Ms. Hemamalini Ji** and handling process of **third-party manufacturing** of products from manufacturing units with various **pharmaceutical manufactures** * Maximized revenues in several programs by implementing creative sales training techniques. * Streamlined operational efficiencies by delivering recommendations for knowledge-base processes and procedures. * Handling a team of more than 150 Executives and 24 Managers, with **Marketing PMT team and logistic team handling** along with 5 CFA, 8 Super stockiest ,two divisions * Liaised with high-value accounts, fostering personal relationship and top-of-mind awareness to capture emerging business opportunities early * Prepared proposals, negotiated contracts and connected with clients to drive consistent sales * Facilitated and managed business plan development based on market and industry research   June 2011 - March 2013  Regional Sales Manager, Micro Labs Ltd., Gurgaon, IN   * Coached sales associates in product specifications, sales incentives and selling techniques, significantly increasing customer satisfaction ratings. * Exceeded targets by building, directing and motivating high-performing sales team. * Guided and promoted 2 new managers from within old Team * Brought in 20 high-value accounts, increasing portfolio value by Rs.25 Lac. * Analyzed regional market trends to discover new opportunities for growth * Penetrated new markets by investigating competitor products, services and trends * Developed and managed regional sales program and market operations   June 2006 - April 2011  Regional Coordinator, CIPLA Ltd, IN   * GURGAON H.Q).(PROMOTION WITHIN COMPANY) Area Covered: Faridabad, Gurgaon, Jind, Rohtak, Bhiwani, Hissar, Sirsa. * Establish and launch brands like OFLOX, LEVOFLOX AZEE,VITOMINZ,ANXIT,CEFADUR. * Managed administrative processes and prepared key reports and documentation * Strategized plans for improving control systems and structures to improve resource utilization   July 2003 - June 2006  Chief Pharmacy Manager AMBALA, MULLANA MEDICAL COLLEGE, INDIA   * Responsible for sale and purchase of medical needs for medical and dental college also. * Also, Handel Pharmacy and retail operation of pharmacy at Mullana Medical College and also give training to new pharmacist. * 'Managed over 50 customer calls per day. * Contributed to development, planning and completion of project initiatives. * Performed site evaluations, customer surveys and team audits. * Improved profit margins by streamlining operations and workflow. * Kept team on track by assigning and supervising their activities and giving constructive feedback. * Exceeded customer satisfaction by finding creative solutions to problems.   June 2001 - June 2003  Professional Sales Representative, MOREPEN LABS LTD, IN   * AMBALA H.Q).Area Covered: Ludhiana, Patiala, Ambala, Karnal, Panchkula, Yamunanagar, Shimla & Parwanoo. * Fostered relationships with customers to expand customer base and enhance loyalty and retention. * Placed orders and answered customer questions in-person, through email and over phone to maximize customer service. * Contacted new and existing customers to discuss how specific products could meet needs. * **August 1998 - June 2001**   Medical Representative, CADILA PHARMA   * ROHTAK H.Q). * Area Covered: Rohtak, Narnaul, Rewari, Jind, & Bhiwani.   **Education**  2019  Executive Certificate After Graduation, Executive Strategic Digital Marketing  University Of Cambridge, Cambridgeshire, England  1997  Graduation & Pharmacy  Shri Bahubali College Of Pharmacy & KUK, Hassan ,Kurukshetra,India **Additional Information**   * PERSONEL DETAILS , Father's Name: Mr R.C.Manchanda Date of Birth: 04-09-1974 Present Address: 1008 Sewak park New Delhi Permanent Address: 165 Ajit Nagar, Ambala Cantt - Haryana - 133001 Marital Status   **Affiliations**  1. Register Pharmacist Pharmacy council of India.  2. Registered Member Haryan state Pharmacy council.  3. Certified Digital Marketer.  **Certifications**   * Pharmacist License - life long * Strategic Digital Marketing certification - University of Cambridge (No Expiry) |  |

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