

**PARIN K.PARIKH**

Parin298@ yahoo. co. in/mail. parinparikh@ gmail. com

+91- 9979933327

**Sales & Marketing | Channel Management | P& L Management/ People Management / Key Account Management**

*Expertise in blending creative intellect / insight and sharp planning skills for managing business operations & meeting top / bottom-line objectives / Sustained Business and revenue growth in challenging markets*

**Location Preference:** Ahmedabad/Vadodara/Pune/Mumbai

**Industry:** Pharma Sales Domestic/ Pharma International Marketing/ FMCG Marketing/ Chemical Industry Marketing and Corporate Insurance

# PROFILE SNAPSHOT

* A result-oriented professional **offering over 10.4 years** of a successful career with diverse roles distinguished by commendable performance in **Pharma Sales, Channel Management, Business Development, Client Relationship Management**



***Pharma Sales Distribution Channel Team Management Customer Excellence Business Development Relationship Management Brand Management Account Management Strategic Planning Training & Development***

* Currently associated with **Loreal India Pvt Ltd, Mumbai and based at Pune.**
* Skilled in managing the **Physicians, surgeons, Urologist, Gynecs, Intensivist, IDs, Castro’s, Cosmetologist & Dermatologist.**
* Possess sound knowledge for **Urology, Gastroenterology, Antibiotics, and ICU**

# Products, Dermatology and cosmetology products.

* Experience in **developing strategies for business through information gathering, competitive analysis, strategic plan formulation, identification of value proposition, sales budgeting** and action plan initiatives and implementation
* Exposure **in increasing the awareness and use of the company's innovative speciality products** through innovative strategies
* A **strategist cum implementer** with recognized proficiency in accomplishing corporate plans and goals successfully

# NOTABLE ACCOMPLISHMENTS

* Successful achieved Sales Target of assigned region with more than 20% Growth and 106 % Achievement since last 8 years
* Merit of selecting as panel member across India for the brain storming meeting for the pre-launch of learning & sharing website of Cipla called “Ciplanalanda.com” in May 2008 at Goa
* Institutional in shortlisted for special campaign across India called “Target Prostate” & given responsibility to handle the campaign for 4 months from Head Office at Mumbai
* Significant contribution in “Annual Strategy Meets” of Cipla, as key panel member since last 5 years. ( Key regional strategies in achieving the top line – bottom line targets and new business opportunities)
* Efficiently managed Key Accounts like: Sunshine Global Hospitals, Sterling Hospitals, Bhailal Amin Hospital, Spandan Hospital, MPUH, Krishna Medical College, Sumandeep Medical College, Unique Hospital, Mahavir Hospital, Care Group of Hospital etc.
* Recruited more than 25 bright Candidates for the organization, as well as given career growth of 10 team members (5 as ASM and 5 as Sales Manager)
* Maintained highly motivated and result oriented team with desirable sales outcomes and less than 10% departures.
* Represented Cipla:
  + APICON at Ahmadabad (2011)
  + USICON at Kolkata (2011)
* Taken various Training programmes as part of Regional Training team for Sales Executives and Business Managers for building their capabilities of Sales & Man Management.
* As performer selected to attend “Xpanse” in 2012 @ Dubai and “Intense” in 2013 @ Schenzen, China

# ORGANIZATIONAL EXPERIENCE

**Cipla Ltd., Vadodara. Jan’07 to Dec’15**

**Sales Manager**

**Growth Path:**

Jan'07-Sep'07 Mgmt. Trainee

Oct'07-Mar'09 Territory Manager

Apr'09-Oct'11 Business Manager

Nov’11- Dec’15 Sales Manager

**L’oreal India Pvt Ltd, Pune Since Dec’15**

**Assistant Sales Manager**

**Since Jan'07**

# Key Result Areas:

* Developing Key Opinion Leaders (KOL) within a highly specialized market place and achieving market leadership in Sales Dept.
* Working on the latest clinical data supplied by the company, and interpreting, presenting and discussing the data with health-care professionals during presentations
* Organizing conferences for doctors and other medical staff and maintaining positive working relationships with medical staff and supporting administrative staff
* Monitoring the performance of the sales team by establishing a system of reports and communications involving sales reports, cyclical sales meetings, sales newsletters and bulletins
* Leading the restructuring of the sales force by focussing on people motivation and development to have a positive impact on performance and talent retention
* Arranging appointments with Doctors, Pharmacists and Hospital Medical Teams for creating awareness and promoting products; disseminating relevant product information and samples to medical professionals

# ACADE MIC DETAILS

2006 B.Pharma from Vivekananda College of Pharmacy, Rajiv Gandhi University of Health Sciences, Bangalore

# PERSONAL DETAILS

Date of Birth: 29th August 1984

Languages: English, Hindi, Gujarati

Address: C 701, Dwarka Sai Wonders, Shiv Sai lane, Nr Konkane chowk, Pimple Saudagar, Pune 411027.