



Vimal Bajpai

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C1/181, Sector G
Jankipuram, Lucknow

Skills

Business development, Sales, Team management, Strategic planning Communication, Performance management, Mentoring and leadership

A resilient Pharma professional, with a strong skill set in strategic thinking and business management gained in a divergent environment while working across geographies in India & Nepal. Proven ability to meet and exceed KPIs across a 25+ year period and competent at identifying new business opportunities and ways of working to increase sales revenue. Extremely skilled in bringing out the best in the team, in addition to leading effectively and recruiting best talent.

Experience

More than 25 years

Karauli Diagnostics / VP Sales & Business Development

June 2022 - PRESENT, Varanasi

In my current role, I am responsible for driving innovative ways of expanding business with creative thinking and aligning the team on growth pedestal.

Novartis / Zonal Sales Manager (west and south)

April 2017 - March 2022, Mumbai

Created and managed the sales team in support of the business plan and long-term growth strategy. Identified new business opportunities, including new markets, clients and partnerships. Developed strategies to successfully reach new business opportunities. Built relationships with new customers, gauged their needs and created proposals to address them. Created sales forecasts. Delegated and mentored a team of RBMs & ABMs sales executives.

- Ranked #1 sales manager for revenue generated, for 3 consecutive years
- Implemented a new sales channel for NLEM Brands, increasing sales by 5% over 18 months
- Developed digital tools of working between Doctors, market and sales teams, saving cost per month

- Created and implemented a sales forecast system that dynamically calculated future sales and constraints
- Identified 5 emerging markets as a potential for growth, resulting in the company's expansion in the industry
- Consistently maintained sales volumes, product mixes and selling prices by keeping updated with supply and demand and changing market trends throughout the pandemic

Revamped the sales training procedure, which brought about increased efficiency in imparting training to new hire

Novartis / Zonal Sales Manager (South- Chennai)

April 2014 - March 2017, Chennai

Developed sales with new and existing customers. Maintained specific market product knowledge, along with competitor and business driver knowledge. Managed qualified leads through the sales pipeline. Led the sales and team through CRM, email and appointment activity. Delivered monthly forecasting and accurate KPIs.

- Generated 30 Cr revenue in year 1, exceeding annual sales targets by 10%
- Assisted in developing a new service, as a result of speaking with and listening to prospects' needs
- Increased customer base from 20 to 40 within 6 months, by employing strategic sales initiatives

Novartis / Zonal Sales Manager (East & Nepal)

Jan 2012 – March 2014, Kolkata

Responsible for sales, and administration of all accounts of West Bengal, North East and Nepal for the company, managing over 20,000 Doctors. Followed company standard operating procedures and regulatory requirements, whilst upholding customer service best practices.

- Achieved record-breaking sales of 6cr in one month
- Consistently brought in 20% growth of the overall annual sales target
- Coordinated with Nepal drug authorities for the major brands registration, leveraging strong collaboration.

Novartis / Zonal Sales Manager (South-West)

April 2009 – Dec 2011, Bangalore

Frequently Engaged with key Doctors face-to-face to drive sales. Handled union leaders, provided right tactics on products, prepared ABM Team and helped customers with their specific requirements on knowledge insured the safe and correct movement of products between stockists.

- Generated sales by assisting customers with their purchasing decisions and offering suggestions
- Team Attained the “Sales Annual Award” 2 times in 3 years, following delivery of exceptional customer service and constantly meeting targets

Novartis / Zonal Sales Manager (Indore)

April 2007 to March 2009

Novartis / Regional Business Manager (Lucknow)

April 2004 to March 2006

Novartis / Area Business Manager (Patna)

Jan 2002 to June 2003

Education and Certifications

BSc (Life Sciences)

Avadh University

Business development & Conflict management

XLRI Jamshedpur

Business Management

IIM Kolkata

Date of Birth

14.07.1965