**ANURAG PUSHKARNA **

**Email: [anurag1077@yahoo.com](mailto:anurag1077@yahoo.com)**

**Mobile: +91 7417035105**

**Aspires to pursue Managerial Level assignments in Sales & Marketing, International Sales, Marketing and Business Development in a growth-oriented organization**.

**Professional Synopsis**

* Strong business acumen market presence and increase revenues and profitability. Expertise in managing operations with key focus on top line profitability.
* Instrumental in strategizing and conceptualizing sales& Training and recruitment & business objective for the team.
* Demonstrated abilities in cementing healthy relationship with key accounts for generating business and leading workforce towards accomplishing business and corporate goals.
* An effective communicator with excellent relationship building & interpersonal skills. Strong analytical, problem solving & organizational abilities. Possess a flexible & detail oriented attitude.

**Business Competencies**

~ Strategic Planning ~ Business Development ~ Team Management

~ Recruitment ~ Training & Development ~ Relationship Management

~ Competitor Analysis ~ Sales Promotions ~ New Channel Development

~ Sales Budgeting

**Professional Contour**

**Karisca Healthcare Pvt.Ltd Zonal Sales Manager - UTTRAKHAND & W UP ( Gyne IVF & Gen )**

**Axa Parenterals Ltd as Manager Sales (IV FLUID)** - WUP ,UTTRAKHAND **,Delhi** June 14 – Sept 20

**Reliance Life Sciences Pvt. Ltd as Business Manager (ONCO & ORTHO)**

**-** Delhi,WUP,Uttranchal -Dec 08 – May 14

**TTK Healthcare Ltd as Area Sales Manager (GYNE) -** DelhiMay 05 – Nov 08

**Ranbaxy Labs Limited** as **MSR (MULTI SPECIALITY) -**Delhi Jul 00 – Apr 05

**Accountability**

* Field work with Sales Team
* Meeting Key customers for focus products tie ups
* Ensure execution of marketing strategies along with PMT
* Strengthen to maintain focus on key products sales growth and entry at focus customers
* On the job training during field work, sales meeting.
* Managing a team of TSMs and Executives
* Monitoring % achievement of plans for individual.
* Ensuring the coverage plan of doctors in the assigned territory
* Monitoring Achievement against the norms for all products.
* Developing and projecting the Managers, Executive’s for future roles. .
* Monitoring FOS productivity
* Participating in business planning and analysis of new business opportunities.

**Notable Deliverables**

* Led a team of 5 Executives,7 Dbr’s to explore uncharted territories
* Formulated & monitored promotional activities and responsible for driving top-line & securing bottom-line growths through optimum utilization of resources.
* Achieved a growth of 46%in volumes.
* Awarded with Best Credit Management award.
* Successfully reduced the intact area by appointment of 5 new dealers.
* Converted primary sales into secondary sales and increased the CSS (Customer Support System) base.
* Maintained brand visibility and increased brand awareness.
* Managed consistent growth of 20-25% on focus brands year after year.

Training programs attended

* + - Attended training programs on **motivation, leadership qualities, interpersonal skills, planning and organizational skills, communication skills** and **team building** organized by experienced executives and agencies. Participated in inter organizational contests on behavioural sciences.
    - Motivational sessions attended – By Mr. Santosh Nair

**Academic Credentials**

**Bachelor of Science -** from C.c.s University, K.L.D.A.V.Degree College Roorkee [1995- 1998]

**MASTERS IN BUSINESS ADMINISTRATION –** Jodhpur National University

**Computer Skills**

* Well versed with MS Office, Internet Applications etc.

**Personal Details**

Date of Birth : 23rd Oct 1977

Address : 359, Ram Nagar, Roorkee

**(Anurag Pushkarna)**