



Mr. Nitin Ahire
Marketing Head

Location Preference: **Abu Dhabi, Dubai, UAE**

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Skill Summary

Tie up with hospitals for generate business
Launch plans for given territory, the same time smart working and maximizing lead generation.
Prospecting for new customers through existing leads ante
Timely execution of all sales activities leads, campaigns, referrals & any self generated leads.
Tracking and reporting sales performance including pipeline, acquisition results of focus & project accurate full year forecasts relationships, and delivering a positive customer experience while acquiring new customer

📁 Organizational Experience:

- Worked at Fine Heal Healthcare Services Pvt. Ltd. As Marketing Head
- 09 Sep.16 to 31 Jan 2020
- Worked as Customer Relationship Officer CRO In RAK BANK at UAE.
- Worked as as Medical Representative in Khandelwal Laboratory Pharma Pvt. Ltd. and get promoted as a Area Manager Mumbai – from Sep 2007 to Oct 2010 as a MR after that Nov 2010 to Dec 2014 as a Area Manager.

Academic Qualification:

Examination	Board/University	Percentage
B. Pharmacy	North Maharashtra University	60%
H S C	Maharashtra board	55%
S S C	Nashik board	56%

📄 Training & Certifications:

- Good command on MS-Office (Word, Excel, PowerPoint)
- MS-CIT
- Digital Marketing

Profile Summary

- **Worked at Fine Heal Healthcare Services Pvt. Ltd. As Marketing Head**
09 Sep.16 to 31 Jan 2020

- Implement and deliver the Business Development Strategy and Marketing Plan market for the Hospital with the Senior Management Team and agree/set clear goals and measurable outcomes.
- Responsible for online/ digital marketing and managing campaigns on social media.
Set the plan for GP liaison
- To reinforce GP understanding of the hospital and its services with a view to increasing referrals.
- To Increase Referral business by maintaining healthy relationship with Doctors/Chemists/Opticians/Corp. etc.
Planning strategies and implementation.
- Attending and representing brand in trade exhibitions, conferences.
- Organising Medical Camps.
- Meeting up monthly targets.
- Build and manage the brand marketing function.
- Strategize, develop and execute multi-channel brand marketing and promotional programs that support brand ethos.
- Activate and manage a robust hospitals PR program with hospitals and nursing home influencers.
- Regularly track and monitor customer perception and improve metrics.
- Act as an authority and promoter of the Brand, ensuring consistent brand expression through all consumer and cultural touch points, both external and internal.



Core Competencies

Marketing Planning & Mgmt.
Resource Planning & Mgmt.
Branding Management
Man power Management
On field Management
Budgeting & Cost Control
Capacity Planning



Soft Skills



Career Timeline

7th Sep 2007 to 31st January 2020
Medical Representative to
Marketing Head

- Develop and execute a rolling 3 month marketing and promotional calendar to drive traffic, profitable sales, and engage the target customer with the brand.
- Develop and direct measurable multi-channel, cross-channel, channel-specific, product, promotional, and cause-related marketing programs that tie back to brand strategy and business goals.
- Ensure Diagnostic product relevance to timing, Big Ideas and Merchandising Point-of-view.
- Facilitate integration of marketing, merchandising, product development and other departments as appropriate, to fully develop Big Ideas.
- Employ a variety of communications tools: print advertising, public relations, visual merchandising, direct marketing, strategic partnerships, events marketing, on-line, viral marketing, cause-related, local/community initiatives.
- Develop, optimize and track annual brand marketing budget.
- Responsible for client acquisitions into Domestic/RPO Temporary staffing Industry.
- Direct interaction with Key Decision Makers-Head HR/VP HR/Director HR & understanding the requirement.
- Marketing Intelligence, making cold calls Lead generation.
- Decide on the credit and discount to be provided to individual customers as per established credit.
- Guidelines To achieve the brand target for the responsible categories.
- To prepare marketing proposals, plans that to gear towards end users for each key product within portfolio, in line with strategy and targets and within budget.
- To involve key stakeholders for product at each stage of campaign and evaluate the results once its completed.
- To focus on brand growth and client retention.
- To maintain budgetary control on promotion expenditure.
- Perform market research to measure success of each campaign. New innovations and to be used to leverage marketing efforts.
- Working closely with PR Company / Advertising Agency on copy writing of articles, marketing materials etc.
- Maintaining good relationship with doctors, pharmacist other hospital

authorities.

- Tie up with hospitals for generate business.

- Launch plans for given territory.
- Publishing marketing activity of hospitals special for tie ups like Hair loss, Pathological test, Ivf treatment.
- Develops and manages sales/marketing operating budgets.
- Plans and oversees advertising and promotion Tie up activities.
- Including Execution of sales marketing activities in the Territory.
- Conduct competitor analysis to get a fair idea of the latest market schemes and the competitor moves ahead to achieve market share metrics.
- Plan & Execute promotional activities for enhancing business performance.
- Timely Participation in marketing events / branding strategies like exhibition, branding, seminars etc.
- Preparing business plan, marketing activity plan, timely execution and effective implementation, coordinate and conduction of marketing activities. Develop an effective agency channel for a region.
- Handling the strategic alliances and tie ups with various channel partners to get a fair and result oriented market penetration.
- Building a Team of High Performing Sales Managers in agency channel. Ensuring recruitment of intermediaries through own team.
- Designing, organizing and monitoring Regional level campaign activities for agency channel for the region. Achieving Top Line and Bottom Line. Achieving Line wise Budgets.
- Should be adept at multi-tasking (handle SMO sales and operations on an on-going basis, if the need arises). Will be responsible for achieving the business targets set for the SMO.
- To develop adequate market intelligence to acquire business by establishing, positioning the Hospital growing the brand.

Working as Customer Relationship Officer CRO In RAK BANK

Job Profile :

- Delivering on Card Acquisition/ PL targets through Direct Sales and Xsell of other banking products such as Mortgage, Banking accounts and third party products such as loans
- Ability to recognize Business potential for acquiring new customers in the corporate space and formulate acquisition initiatives
- Carry out sales activities with the view to enhance market share of Personal loans/ Cards in existing Corporates as well as entrench in new corporate relationships
- Provide complete and comprehensive information on products, services, charges etc. proactively to the customer and ensure best service standards
- Responsible for liaisoning with CA / Brokers, Developer engagement, etc for sourcing/ referring Mortgage loans Skills.
- Ability to Influence the customer for entering into a banking relationship with the bank by identifying the right product. Understanding of basic Financials / Ability to analyze data Good Communication skills Customer facing corporate sales skills within the travel space (MICE will be an added advantage)
- Cutting edge sales potency with the ability to network & build strong alliances
- Ability to manage and generate topline sales and GP
- Strong leadership skills with the ability to manage and motivate team
- Strong planning and organizational skills with the ability to successfully multi task
- Personal traits: Excellent networking, judgment and problem solving skills
- Customer-focused, with the ability to influence and engage direct and indirect reports and peers and build effective relationships
- Self-reliant, good problem solver, results oriented
- Able to make decisions in a changing environment and anticipate future needs
- Self motivated with an ability to thrive under pressure
- Flexible, collaborative and proactive, a team leader who can positively and productively impact both strategic and tactical finance, and administration initiatives
- Exceptional written, oral, interpersonal and presentation skills and the ability to effectively interface with senior management
- Ability to operate as an effective tactical as well as strategic thinker
- Reporting hierarchy: Reporting - Sales Head Corporate Solutions

Worked as as Medical Representative got promoted Area Manager in Khandelwal Laboratory

Pharma Pvt. Ltd Job Profile:

- Utilize selling skills effectively to generate the demand and business from doctors Execute the plan, agreed with Scientific Sales Manager, effectively and give regular feedback regarding the same
- Conduct CMEs and group meetings as agreed.
- Focus on updating ones knowledge and skill
- Achieve Sales as well as Activity Targets
- Develop KOLs on basis of business and clinical interests
- Achieving assigned territory/ geography wise sales target
- Carrying out effective field work without direct day-to-day supervision
- Report field work in daily basis on assigned online system
- Meeting Call Average, Coverage, Frequency coverage Norms of assigned division
- Generate maximum prescriptions & increase market share
- Promote the Divisions products as per strategy
- Relationship Building with the Stake holders (Doctors, Chemists, Stockiest etc)
- Facilitating Strategy building
- A good Brand Ambassador visiting Doctors, Chemists, Stockist at right frequency without deviation
- Engage Key Opinion Leaders

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