

SARVESH KUMAR DUBEY

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2/791 Sector H Jankipuram, Lucknow 226021

Seeking challenging career options in Sales and Marketing/ Customer Relationship Management & Business Development

►SYNOPSIS:

- ▶ ~6+ Years of experience in Sales , marketing, Business Development and Product promotion (Pharmaceuticals)
- ▶ **Was associated with GSK in since year 2016 in Respiratory division looking after sales and business development of "Seretide Accuhaler". I converted almost each KOL of Gonda district and was a performer. I used to cover Bahraich, Basti, Balrampur and Shravasti. I got transferred to Bareilly due to my good performance as company went under reshuffling and mass transfer across India. I used to cover Moradabad, Haldwani, Rudrapur from Bareilly HQ and converted KOL of Bareilly also for products. GlaxoSmithKline was my dream company but I had to resign due to some medical issues in my family.**
- ▶ **In Year 2020 I joined Wonset Health Care as a ASM and started my journey as a first line manager.**
- ▶ **Last Year I moved to Lucknow in SANRAI MED INDIA as a BDM.**
- ▶ Possess accomplished qualifications in capturing market opportunities for accelerating product promotion activities and increasing revenues.
- ▶ Proficient in identifying and working in close collaboration with capable channel partners for ensuring effective business growth
- ▶ Skilled in identifying and networking with prospective clients; generating business from existing accounts and achieving profitability and increased sales growth.

►OCCUPATIONAL CONTOUR:

- **GSK:** Worked as Medical communication Executive H.Q. Bareilly and HQ Gonda (May 2016 to Dec 2019)
- **Wonset HealthCare:** Worked as Area Sale's Manager looking after sales management of Gonda, Bahraich, Basti & Balrampur (May 2020 to March 2022)
- **Sanrai Med India:** Worked as a Business Development Manager at Lucknow HQ managing sales and key business accounts of Lucknow, Kanpur, Gorakhpur and Varanasi.(Apr 2022 to Oct 2022)- Div discontinued
- **EBM Drugs and Pharmaceuticals Pvt. Ltd.:** Working as a Area Business Manager since Nov 2022 onwards looking after sales of Faizabad, Lucknow, Bahraich, Gonda, Balrampur, Akbarpur, Tanda.

KeyResult Areas

Sales and Marketing

- ❑ Driving sales initiatives to achieve business goals by creating new customers.
- ❑ Conducting competitor analysis by keeping a close view of market trends to achieve metrics.
- ❑ Managing the sales and marketing operations and accountable for increasing sales growth.

Product Promotion

- ❑ Planning and directing the marketing efforts towards improving brand awareness.
- ❑ Developing in-store promotional campaigns around major product launches, gathering and prioritizing product and customer requirements, and working closely with principals to deliver winning products.

Channel Management.

- ❑ Implementing business practices and deploying company strategies and programs to the customer.
- ❑ Maintain liaison with distributors and institutions like Railway hospital, Medical collage and M.H.
- ❑ Enabling business growth by developing and managing a network of Channel Partners across assigned territories for deeper market penetration & reach.
- ❑ Monitoring Distribution networks to ensure ready availability of the product at all times at stockist.

Key Highlights

- Doing camps, RTMs and Scientific Promotional Meets for dealers and ENTs and looking after institutional sales.
- Conduct free audiometry camps inside the clinic of Drs and Institutions and signing consent forms.
- Conducted lots of activities- CME as well as Spirometry Camp, Patients' education programs. Converted KOL's of Bareilly, Gonda, Bahraich and Basti for key product.
- Maintain liaison with distributors and institutions both corporate and Govt.
- Looking after sales of key products eg. **Telcip AM, Telcip CT, Telcip Trio, Dapamer & Zolinorm M/MP**
- Looked after channel sales business development with dealers and Kolkata and UP.
- Managed many a program of company including NAPCON 2022.

►ACHIEVEMENTS

- ❖ Got the "Best Detailing Award' in my training programs of the companies.
- ❖ Got the prize in all India competition for "How to handel the Seretide device and challenges."
- ❖ Got recognition in SANRAI MED INDIA for "Good initiative" in UP and signing first contract with Dr Prasoon Kant, MD Chest Lko.
- ❖ Signed contracts with renowned hospitals like Medanta, Holistic Touch and Medox.

►ACADEMIA

- ❖ Dr. Ram Manohar Lohia Awadh University, Faizabad, M.Sc., Chemistry, in 2013, **55.6%**
- ❖ Dr. Ram Manohar Lohia Awadh University, Faizabad, B.Sc., Zoology and Chemistry, in 2010, **60.14%**
- ❖ S.L.B.S.K.I.C, Badalpur, Gonda (10+2) From U.P. Board (2007), **69.6%**
- ❖ S.M.H.S.S., Ramnagar, Gonda (10th) From U.P. Board (2005), **64.83%**

►PERSONAL DETAILS

- Date of Birth : 04 August 1991.
- Fathers Name : Mr. Harihar Dutt Dubey
- Gender : Male
- Nationality : Indian
- Marital Status : Married
- Permanent Address. : Vill-Dasiyapur, Post-Narayanpur Indha, Distt-Gonda, U.P., 271123
- Language Known : English and Hindi
- Interests : Listening music

I hereby declare that all the information given above is true to the best of my knowledge.

Date: 5/7/2023

(Sarvesh Kumar Dubey)