** VIPIN. V**

E-Mail: vipin\_shivu@ yahoo.com Contact: +91 8281261895

**Senior level assignments in Strategic Planning / Account Management / Sales & Marketing / Business Development with an organisation of repute in an office oriented field in India or overseas**

**ANOVERVIEW**

* A results-oriented professional with a strong track record of over 15 years of performance & turnaround in high paced organisations across the Pharma Sector.
* Experience in managing relationships with senior management teams and expertise in negotiating and closing large deals involving multiple stakeholders.
* Deft in account management, territory planning and handling P&L responsibility.
* Adroit in understanding customer’s diverse technical & business needs & applying product knowledge to meet the requirements accurately.
* Utilizes keen analysis, insights & team approach to drive organisational improvements & implementation of best practices across the organisation.
* Superior interpersonal skills, capable of resolving multiple & complex (sales, human resources, operational) issues & motivating staff to peak performance.

**EMPLOYMENTSCAN**

**Since Mar’14 with Meditrina Group of Hospitals as Manager- Marketing**

**Job Profile**: branding of hospital, meeting doctors for sending referrals , making the customers aware regarding the facilities available with the hospital, improving new op’s, conducting camps, both in house and out station camps, achieving the hospital marketing budgets, recruitment and selection of executives, including doctors. Total number of executives reporting - 4

 **June’13 –Mar’14 with Novartis Pharmaceuticals, as Area Manager**

**Job Profile**:Achieving each territory as well as regional sales budget, recruitment of executives, motivating the territory executives, demonstration, stockist appointment & handling, new product launching,

 **Mar’09- June’13 with Aristo Pharmaceuticals, as Area Manager**

**Area of Covering: South Kerala Division: Cardio-Diabetic**

**Job Profile**: Stick to company budgets and achieving it to 100 %, development of weak territories, planning and implementation of new marketing strategies, monitoring the work pattern of concerned field staffs and make necessary changes, selection of potential doctors in each territories and making different plans for them to support our company, in terms of sales.

**Oct’06 – Mar’09 with IPCA Laboratories, as Area Manager**

**Area of Covering: South Kerala Division: Neuro-Psychiatry**

**Job Profile**: Recruitment of executives, formation of territories, availability of all bands, doctor list preparation on the basis of potentiality of each doctor through thorough market survey, budget preparation of entire south Kerala region, planning & implementation of marketing strategies, achieving company budgets and making a consistent growth in each territory as well as region ways.

**Mar’03 - 2006 with Abbott India Ltd, as Territory Executive**

**Area of Covering: Trivandrum Division: Neuro-Psychiatry**

**Job Profile**: Meeting all the doctors in the doctor list on the basis of visit matrix, availability of products, stockist management, maintaining a good rapport with all the customers, is closing the sales on time, reducing the expiry.

**W**as all India ranked No: 3 performer for the consistent three years and No: 1 in some selected product range.

**Apr’02 – Feb’03 with Panacea Bio Tec: as Management Trainee**

**Area of Covering: Cochin Division: Dia – Car Division**

**Proficiency Forte**:

**STRATEGIC PLANNING**

**SALES & MARKETING**

**ACCOUNT MANAGEMENT**

**BUSINESS DEVELOPMENT**

**MARKET PENETRATION**

**CHANNEL MANAGEMENT**

**TEAM MANAGEMENT**

* Establishing strategies / plans for achievement of top-line & bottom-line targets, handling business planning & analysis for assessment of revenue potential in business.
* Handling account management with P&L responsibility, lead generation, contract negotiation & closure, strategic partnerships, marketing & management and other sales activities.
* Managing sales and marketing operations, ensuring accomplishment of set business targets, meeting the ever-increasing competition from organised and unorganised structures.
* Formulating strategies & reaching out to the unexplored market segments / customer groups for business expansion by organising workshops, road shows and participating in conferences for sales promotions.
* Identifying & developing channel partners for achieving business volumes consistently and profitably.
* Evolving strategies & activities to achieve desired business objectives and Mapping client’s requirements & providing best products to suit their needs.
* Providing direction, motivation & training to the field sales team for ensuring Optimum performance for all operational sales related issues.

**The Accomplishments:**

* Capably achieved 100% growth in all companies through streamlining processes, introducing measures to enhance market reach, organising campaigns, etc.
* Rated as the Number 4th rank in all India perfomers in IPCA and Aristo & delivered an above 100% performance.
* Efficiently dealt with all major rated hospitals, built a good rapport with leading hospitals and doctors of entire South Kerala.
* In IPCA and Aristo, created the entire market of South Kerala and separated South Kerala in different territories and selected Executives & Stockists for each territory.
* Essayed a stellar role in controlling the region of South Kerala directly through the participation of Executives.
* In Abbott successfully achieved 100% sales budgets with 98% growth and was all India no.3 performer for 3 yrs consistently.
* In Meditrina Hospital, successful in establishing major tie ups with both corporate & public sector and successful in branding, referral business as well as internal marketing.

Conducted more than 120 camps, both in house and in peripheral areas.

**PART-TIME ASSIGNMENTS**

 Mar’01 – Feb’02: Part Time Executive with Trivitron Diagnostics, Trivandrum.

**ACADEMIC PROJECTS**

Recruitment and Selection Procedure in Kanya Spinning Mills Ltd., Aralvaimozhi

Aim:

* Helping the organization to conduct the recruiting procedure more effectively and efficiently.
* Studying the existing recruiting activities to analyze it in the environment of the changing environment.
* Making recommendations based on the analysis of the study.

Marketing Strategies Adopted by Hantex and its Effect on Customer Demand

Aim:

* Helping the organization to apply the existing strategies more effectively.
* Identifying the problems faced by the organization, while adopting new strategies.
* Making recommendations based on the analysis of the data’s collected during the research.

**SCHOLASTICS \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* MBA (Marketing & Human Resource Management) from Nooral Islam College of Engineering, Thuckalay under M.S University, Thirunelvely in 2002.
* B.Sc. (Chemistry) from Kerala University in 2000.

**PERSONAL VITAE**

Date of Birth : 23rd May, 1980

Languages Known : English, Malayalam and Hindi

REFERENCE : Dr.Jayachandran,Interventional Cardiologist,Zulekha Hospital,Sharjah