

# GOPIKRISHNA PILLAI M. G

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# 9 D, FORT ORION, NEAR PRIMARY HEALTH CENTRE,  
IMG Jn, KAKKANAD, ERNAKULAM, KERALA – 682 030

Mob: (+91) 94472 78978

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## REGIONAL SALES MANAGER – SALES & MARKETING

Pharmaceutical Industry/ Banking Industry • B.Com, PGDCA

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Result-driven senior sales and marketing manager with over 16 years of increasingly responsible experience, driving product strategy and execution for multiple fast growing pharmaceutical companies and also largest private sector bank in the country. Understanding of marketing and finance that enables successful product strategy development with a focus on profitability, ability to anticipate market trends and initiate timely market strategies. A savvy team player and leader, experienced in spearheading strategic and tactical programs that establish branding and facing market competition. Good communication and correspondence skills with the ability to relate to and work with diverse people. Excel at building consensus among co-workers and external business partners. Ability to handle multiple languages fluently – English (Speak/ Read/ Write), Hindi (Speak/ Read/ Write), Malayalam (Speak/ Read/ Write) and Tamil (Speak).

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## QUALIFICATIONS & EXPERTISE

- Strategic market planning and execution.
- Market management and cost control.
- Staff recruitment, training & development.
- Market analysis and competition analysis.
- Product promotion and marketing strategies.
- Customer relationship management.

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## PROFESSIONAL EXPERIENCE

### **UNITED BIOTECH PVT LTD** – Trivandrum (Kerala)

(Aug 2002 to Nov 2007)

Territory Manager / Area Sales Manager

Joined as Product Specialist and launched United Biotech (P) Ltd at Trivandrum market. Promoted to the grade of Territory Manager in March 2004 covering Trivandrum and Kollam. Promoted as Area Sales Manager of Oncology division in April 2007 covering the state of Kerala. Left United Biotech Pvt Ltd in Nov 2007.

### **ICICI Bank Ltd** – Kollam/ Pathanamthitta (Kerala)

(Nov 2007 to Feb 2010)

Sales Manager – Investments & Services (Assistant Manager – Band 1)

Joined as Sales Manager at Kollam branch (Assistant Manager Grade) handling the investment portfolios of multiple branches of the bank with dedicated team of executives. Transferred to branch banking as Assistant Manager (Customer Service Manager – Wealth Customers) at Pathanamthitta in Aug 2009. Left ICICI Bank Ltd in Feb 2010.

### **UNITED BIOTECH PVT LTD** – Ernakulam (Kerala)

(Feb 2010 to June 2014)

Sr. Area Sales Manager / Dy.Regional Sales Manager (Hygea Division) / Regional Sales Manager (Copas Division)

Rejoined United Biotech as Sr. A.S.M of Hygea division for Kerala handling a team of 5 members. Promoted as Dy.R.S.M in Sep 2012 in the same division. Promoted as R.S.M of Copas (Cardiology) division for Kerala w.e.f 1<sup>st</sup> April 2013 handling a team of 2 Area Managers and 8 representatives.

**MODI-MUNDIPHARMA PVT LTD** – Ernakulam (Kerala)

(Jun 2014 to February 2019)

Regional Sales Manager for Kerala state handling a team size of 4 area managers and 24 executives. Specialties mainly covered include Cardiology, Gynaecology, Orthopaedics and Respiratory Medicine. Conducting customer engagement programs and planning strategies to meet local market requirements.

**INTAS PHARMACEUTICALS LTD** – Ernakulam (Kerala)

(Mar 2018 onwards)

Regional Business Manager for Kerala state handling a team size of 3 area managers and 12 executives. Specialties mainly covered include General Medicine, ENT, Orthopaedics and Respiratory Medicine. Planning and executing strategies and forecasting market requirements & engaging customers in various activities and building relationship.

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### EDUCATION / DEVELOPMENT

- PGDCA – ET&T Corporation (Govt of India certification) – 2001.
- B.Com (Hons) – Mahatma Gandhi University, Kottayam – 1999.

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### LANGUAGES KNOWN

	Speak	Read	Write
English	✓	✓	✓
Hindi	✓	✓	✓
Malayalam	✓	✓	✓
Tamil	✓		

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### PERSONAL DETAILS

Date of Birth : 07-11-1978  
Passport Details : L7528400 (Issued – 4<sup>th</sup> Mar 2014; Exp – 3<sup>rd</sup> Mar 2024)  
Permanent Address : #9 D, Fort Orion, Near Primary Health Centre, IMG Jn, Kakkanad, Ernakulam – 682030  
Residence Address : Villa No. 6, Sophia Pinewood, NH 49, Mattakuzhi, Varikoli P.O, Thiruvankulam (via), Ernakulam – 682 308  
Languages Known : English, Malayalam, Hindi and Tamil.  
Preferred Location : Cochin. Ready for relocation.  
References : Will be provided on request.