

SANJU JACOB THOMAS

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Middle Level Assignments in Sales and Marketing

SKILL SET	PROFILE SUMMARY
Sales	<ul style="list-style-type: none">• A competent and result oriented professional with over 5 years of experience in Sales and Business Development• Demonstrated abilities in cementing healthy relationships with customers, thereby ensuring that the business has a highly differentiated image amongst channel partners & end customers• Efficient in driving sales initiatives, achieving desired targets and exploring marketing avenues to build consumer preference and drive volumes• Skilled in taking initiatives, designing events and implementing various marketing events for increasing sales• An innovative, loyal & result-orientated professional with strong planning, communication, interpersonal & negotiation skills; proven ability to surpass targets within given deadlines, regardless of pressure
Client Servicing	
Lead Generation	
Business Development	

CORE COMPETENCIES

- Implementing sales & marketing activities that can create a positive experience for clients; reaching out to new & unexplored segments to revitalize stagnant & declining business
- Identifying and developing new streams for long-term revenue growth
- Tapping new markets and coordinating with channel partners to penetrate these segments to expand business & generate income
- Developing and maintaining relationships with the clients
- Conducting in-depth evaluation of customer feedback and carrying out modifications in product attributes as per the market requirements
- Building and maintaining healthy business relations and ensuring maximum customer satisfaction
- Communicating function details and client requirements to operations
- Developing effective relationship with clients and achieving customer delight for business enhancement; ensuring maximum customer satisfaction by providing prompt & superior customer support and building market credibility

ORGANISATIONAL EXPERIENCE

Jan'16-Aug 21

AL-TISSER & AL-EMMAR CONTRACTING EST, SAUDI ARABIA as Marketing Specialist

Key Result Areas:

- Accountable for working hand-in-hand with the FLEX Respiratory care system's Sales & Marketing Team in Saudi arabia (Dammam) to ensure increased sales of the anti-IgE therapy (Xolair - Omalizumab)
- Managing sales of therapy to the patients
- Counseling patients with regards to the disease (Asthma) & also with regards to the therapy
- Increasing Sales by means of conducting camps, Pulmonary Function Tests and Blood Tests
- Looking after repurchase and compliance related activities of patients
- Meeting with doctors and providing service to them
- Forecasting sales targets and executing them in a given time frame thus enhancing clientele
- Breaking new avenues & driving revenue growth by conducting opportunity analysis and keeping abreast of market trends/ competitor moves to achieve market-share metrics

LAB EXPERIENCE

Title: DNA Damage, Repair and Cancer
Organization: Tata Memorial Hospital and Advanced Centre for Treatment, Research & Education in Cancer (ACTREC), Mumbai, Maharashtra
Description: The project aimed at studying the effect of Resveratrol on preventing DNA Damage
Role: Research Associate
Duration: Jun 11- Dec 2011
Responsibilities:

- Conducted Immunohistochemistry by Staining and slide preparation of mice tissue sections & their analysis for the presence of γ H2AX, Caspase-3. Analysing of pre-treatment, post treatment and follow-up samples of cancer patients
- Done Animal handling of mice strains like Balb c, C 57 which included retro-orbital blood collection, in vivo injection procedures like intra peritoneum, intravenous injection. Sacrificing animal through cervical dislocation, dissection of animal (mouse) and collection of vital organs like lung, liver, brain, kidney, spleen, heart, pulmonary artery, muscle, skin, testis and ovary
- Took total leucocytes count from blood

ACADEMIC DETAILS

2015 Executive MBA (INTERNATIONAL BUSINESS) , PIMSR Mumbai with 71%.
2011 M.Sc. (Medical Biotechnology) from MGM institute of Medical Science, MGM University with 61%.
2008 B.Sc. Biotechnology from Pillai's College, Panvel, University of Mumbai with 56%.
2005 12th from Catholicate H .S.S , Kerala State Board and Higher Secondary Education with 61% .
2003 10th from Sacred Heart High School, Kerala State Board and Higher Secondary Education with 81% .

IT SKILLS

- Well versed with MS Office Suite

EXTRACURRICULAR ACTIVITIES

- Presented a Biogas Treatment Plant and won the 2nd prize for the same in an Inter-College Biotechnology Workshop held in the college in 2006
- Worked in:
 - Technical and Publicity Committee for a National Conference in Biotechnology arranged in college (BIOTRENDZ) in 2010
 - Organizing committee for a National Academies sponsored Biotechnology conference arranged in the college (BIOME) in 2010

PERSONAL DETAILS

Date of Birth: 17th january 1987
Address: Valuparampil Akkara , Mylapra PO Pathanamthitta , 689671, Kerala
Languages known: English, Hindi and Malayalam

ANNEXURE

PROJECTS HANDLED

Title: Standardization of the Pepsinogen -1 ELISA kit for the measurement of Human Pepsinogen-1 from Human Plasma or Serum

Organization: Lab Medicine at P.D. Hinduja National Hospital & M.R.C, Mahim, Mumbai

Description: The project aimed at studying the ELISA kit for the detection of Gastrin- 17 in humans which could serve as an indication for gastric cancer.

Role: Research Trainee

Laboratory Techniques:

- Cell Culture: Animal tissue culture (Basic) and Plant tissue culture (Basic)
- Biochemistry: Protein Isolation, protein purification, SDS-PAGE
- Animal Handling Experience (Mice)
- Microbiology: Aseptic techniques, Media Preparation, Inoculation, Streaking
- Molecular Biology: Paper Chromatography, Immunohistochemistry (IHC), ELISA, Genomic DNA Extraction and quantification, Agarose Gel Electrophoresis, Plasmid Preparation, DNA Isolation and purification, protein estimation, Western Blotting

Duration: 6 months

Responsibilities:

- Convinced patients coming for endoscopy to voluntarily donate their blood sample for the project
- Performed the Gastrin-17 ELISA on the collected blood samples
- Analyzed of the results and the efficiency of the ELISA kit