

ABHINAV SHARMA

Head of Marketing

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OBJECTIVE

To seek and establish a professional career where challenging opportunities match professional objectives. Willing to work hard in the best interest of organization and feel myself competent enough to prove as one of the most valuable asset to the company.

PROFILE SUMMARY

- Over 16 years of experience in Marketing , Brand Management, Campaign Management, Strategy Formulation , Team Leadership
- Recipient of AWACS 2022 Brand of The Year Award in Acute Category
- Recipient of Champion of the Champions , Digital Marketing ,NPD performance & best Brand Launch of the Year Award
- Proven track record of outstanding performance with recognition as Brand Champion, Super star & Star performer
- Expertise in developing & implementing promotion plans and managing communication for brands including above the line, through the line and below the line activities
- Preparation of annual Brand Plans , Brand Communication & Budgeting
- Managing P&L aligned with annual promo plans/budget
- Skilled in end-to-end campaign development and implementation of all marketing initiatives for new product launch
- An effective communicator with strong planning , interpersonal and people management skills
- Good command over Event Management – successfully managed conferences like APICON, AICOG, ISAR, ISGCON, IMSCON etc.
- Attended more than 15 Workshops on Digital Marketing, Brand Building through Omni-channel campaigns, Multichannel Marketing, Customer engagement etc.
- Invited as a speaker on various platforms with latest webinar on ‘Bridging the knowledge gap between HCP & Pharma companies for improved outcomes’

CORE COMPETENCIES

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|----------------------|--------------------------|-----------------------|
| ~ Marketing | ~ Brand Building | ~ Campaign Management |
| ~ New Product Launch | ~ Event Management | ~ Public Relations |
| ~ Team Management | ~ Multichannel Marketing | ~ Strategic Planning |

PROFESSIONAL EXPERIENCE

From March 2023 – Till Date

***'MEGHMANI LIFESCIENCES LTD'* as a Marketing Head (DGM)**

Key driver in the launch and establishing the new pharmaceutical business of Meghmani Group of Industries

Key Highlights:

- Managing P&L & Annual promo budget
- Preparation of Brand matrix, Call structure, In-clinic touchpoints and communication strategy
- Robust customer engagement plan through differentiated campaigns and promo collaterals
- Team Coaching and Mentoring
- Establishing the SOPs , Policies for the smooth business function

From April 2022 - March 2023

***'CADILA PHARMACEUTICALS LTD'* as a Marketing Head (DGM)**

Elevated as DGM to handle the marketing functions of Magfam the largest division of Cadila Pharmaceuticals Ltd.

Key Highlights:

- Handling the total portfolio of Rs.534 Cr with Top IPM brands like Aciloc,Aciloc-RD, Fludac, LMX etc.
- Launched the World's First innovative 3- doses Anti-rabies vaccine with patented technology : breakthrough innovation in prevention of Rabies
- Re-strategized the customer focus and call structure to differentiate the order of priority at GPs+Rural and Specialty
- Brand wise differentiation based on channel management and prescriptions drive
- Initiated the campaigns to re-strengthen Aciloc group to improve the MS%
- Received the Globalspace award for 'Best Marketing Initiatives'
- Made the changes in brand communication and order of detailing priority
- Leading the team of 4 PMT members with defined roles & responsibilities
- Bottom line improvement by 21% in short span of 4 months
- Prescribers base improved by 14% (BL+RP) & campaign coverage improved from 74% to 82%

From August 2020 - April 2022

***'CADILA PHARMACEUTICALS LTD'* as a Marketing Head (AGM)**

Cadila Pharmaceuticals Ltd. is one of the largest privately- held pharmaceutical companies in India. Over the past seven decades company established many brands that have changed lives and made a profound impact on patient's life.

I am associated with the largest vertical, contributing 46% business to the organization, working with Magfam division covering targeting mixed specialties.

Key Highlights:

- Handling total portfolio of Rs.78 Cr with brands like Aciloc Inj., Contrapill-Kit, Ceficad etc.
- Have been recognized as a 'Champion of the Month' 8 times in a row for consistent target achievement of all focused brands
- Division is on a target achievement since 11 months in a row with profitable bottom line
- Created a robust divisional plans & guided the team through experience to develop effective brand plans that has helped the division to improve MS from 1.70% to 2.93% in CVM of Rs.2536 Cr
- MS of legacy brand Aciloc Inj. Improved from 52% to 63%
- Channelized the marketing strategies to maintain the high base of legacy brand and improving the contribution from focused brands
- Initiation & execution of motivational campaigns for Sales team to improve YPM
- Created a specific marketing plans to develop a strong business relations with Chemist through regular touchpoints
- Month on month stringent focus to improve : RP category Drs to BL category through brand specific campaigns
- Analyzed the divisional need gap and successfully launched the brands in 'Digestive Enzyme' & ' Topical Mixed Infections' category

From January 2018 - July 2020

'WALTER BUSHNELL PHARMACEUTICALS' as a Marketing Manager

Walter Bushnell has a long and successful presence in India as one of India's most well established pharmaceutical companies with a focus on the marketing of innovative therapies through science led promotion.

Over the years, company has introduced several unique, innovative and/or first-time-in-India products.

Key Highlights:

- Launch of new Gynaecology division of Walter Bushnell
- Development of digital communication platform
- Develop KOLs through innovative strategies
- Creation of HO touchpoints with KOLs
- Develop new marketing strategies that will improve sales and revenue performance
- Develop strategic roadmap opportunities and requirements definition
- Manage the budget and sales forecast
- Build, develop and manage the team, train them and develop their marketing expertise and know-how
- Responsible for portfolio, commercial, business, trade and P&L management across market to deliver growth vs competition
- Lead and participate on cross-functional teams to execute multi-channel strategies.

From November 2014 - December 2017

'INTAS PHARMACEUTICALS LTS' as a Group Product Manager

Intas is a research driven company ranking amongst the top 10 Indian pharmaceutical companies with annual revenue base of more than Rs.5000 Crs, having 14 manufacturing plants and have strong presence in Chronic & Acute both the segments. I am working with the young Gynecology arm division named as – Sybella with annual turnover of more than 45 Crs.

Key Highlights:

- Designing the marketing strategies for the focus brands
- Developing innovative ways to communicate product range among customers
- Designing promotional inputs to enhance product range awareness
- Identify and launch new products on a regular basis to improve bottom line consistency
- Coordination with the cross functional departments like finance, outsourcing, purchase and distribution
- Co-ordination for the national/ regional conferences
- In association with medical department planning and conduction of CME & RTMs

From September 2012- October 2014

'ZYDUS CADILA' as a Product Manager

ZYDUS CADILA is an innovative global pharmaceutical company that discovers, develops, manufactures and markets a broad range of healthcare products. Currently ranking 4th in IPM with value base of more than Rs.3000 Crs. I am working with Rs.200 Cr value division CORZA having focus on Gastro and Pain management segment with brands like PANTODAC, TRAMAZAC, THROMBOPHOB, TINIBA, CINTODAC, PROVIDAC etc.

Key Highlights:

- Played vital role in planning product strategy and road map, according to market competition.
- Prepared and presented product marketing documents – Key features, reasoning and product advantages.
- Worked and coordinated with third parties to develop business relations and partnerships.
- Introduced products to customers – Assisted and trained the sales department in developing sales tools and marketing strategies.
- Researched, determined and recommended prices for new products based on goals, forecasting and product profitability – Presented marketing budgets that could guarantee success and prepared monthly revenue forecasts, keeping track of the output.
- Assisted in managing the entire product cycle from beginning to end.
- Supported product development by researching current and future demands for said product.

From August 2010- September 2012

'INTAS PHARMACEUTICALS LTD' as a Sr. Product Executive

INTAS Pharmaceuticals Ltd. is an Ahmadabad based one of the leading Indian Pharmaceutical organizations holding 13th rank in Indian market. With a turnover of more than Rs.1100 Cr, INTAS is having a focus in diversified therapeutic areas. I am working with the GYNAEC. UNIT INTAS-SYBELLA, the division is having a focus on Gynaec and Infertility segment with the molecules GnRH α , GnRHant, FSH, HMG, hCG, Cabergoline etc.

Key Highlights:

- Develop short, mid and long term strategic marketing plans and ensure effective implementation of marketing strategies
- Develop and implement marketing programs across product lines
- Provide marketing input into Business Development & Planning initiatives throughout evaluation]
- Contribute to strategic plan development and coordinate input and efforts of product management
- Work closely with the Medical Affairs team, Marketing team, and Sales team using their resources in gauging best direction in expanding the responsible product line market, in symposium management as well as investment with the various Key Opinion Leaders
- Strategically influence and use Key Opinion Leaders and/or high level academia contacts to re-enforce key messages, and monitor the response received from each of the implemented marketing programs
- Work closely with the Research & Development team, New Product Induction team and other senior managers in Operations, Manufacturing, Quality
- Assurance and Finance to ensure timely product launch followed by stable product supply with expected quality by optimizing all product-related expenditure
- Work and collaborate with the Business Unit Team, to develop and execute the promotional plan and therapy messages for products across the portfolio
- Assisting senior managers in conduction and success of campaigns, conferences, budget meets and cycle meets.

From September 2007-July 2010

'BestoChem Formulations (I) Ltd' as a Product Executive

BestoChem Formulations is one of the leading W.UP based pharmaceutical company with pan India operation through two divisions with the products like CV-Cef, Pregnavit, Sistol Range, Bestogesic Range,Fluwel. The company has turnover of more than 100 Cr. With focus on Gynae. and Orthopaedic segment.

Key Highlights:

- Enhancing the company market share by making aggressive marketing strategy
- Undertake research of the competitors and market.
- Launching new product in different parts of country
- Making promotional material that includes Literatures, bifolds, reminders, and packing materials
- Giving Training to the field force
- Taking review sales meetings and conducting sales analysis
- Product's Media and promotion planning

E D U C A T I O N A L Q U A L I F I C A T I O N

- MBA-Marketing
- M.Sc. Biotechnology CCS University, Meerut
- B.Sc. Biology from CCS University, Meerut
- Certificate on 'Achieving Digital Dexterity'

P E R S O N A L P R O F I L E

- Father's name : Shri Arvind Sharma
- Date of Birth : 31st Oct 1984
- Gender : Male
- Marital status : Married
- Nationality : Indian
- Languages known : Hindi, English
- Hobbies : Reading, Listening to music,
- Areas of interest : Brand Management, Marketing Management, Market Research and Business Development.