

# SATYENDRA KR. VERMA

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## MARKETING & PRODUCT MANAGEMENT PROFESSIONAL – PHARMACEUTICAL INDUSTRY

*Seeking a senior managerial position that will benefit from my 13+ years of experience across the Healthcare/ Pharma Industry*

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### PROFILE

- Target oriented professional with **rich cross-functional experience of 13+ years in , Product Management, Marketing & Sales , Training & Development, and Customer Relationship Management, currently spearheading as “Marketing manager “ with Brawn Laboratories Ltd**
  - Demonstrated competencies in identifying potential markets and generating customized sales thrust to exploit available market potential.
  - Experience in **optimizing business operations, business development, and expansion of marketing network** while managing and understanding competition, consequently achieving and providing high productivity standards.
  - Expertise in **analyzing marketing trends and tracking competitors’ activities, planning & implementing integrated marketing solutions**, conducting primary & secondary market research providing valuable inputs for product enhancements and fine-tuning sales and marketing strategies.
  - **Outstanding Relationship Management skills** with the ability to conceive profitable and efficient solutions utilizing technology while working effectively with all levels of management and the people therein.
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**Core Competencies** ♦ Strategic Planning ♦ Portfolio Management ♦ International Business Development ♦ New Product Launch ♦ New Market Development ♦ Publicity & Promotions ♦ Social Media Mkt ♦ Sales Force Automation ♦ Market Research ♦ Digital Marketing ♦ Customer/Client Relationship Management ♦ Liaison/Coordination ♦ Training & Development ♦ Team management

### PROFESSIONAL EXPERIENCE:-

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#### **Brawn Laboratories Ltd**

**Reporting To (Director) 15<sup>th</sup> Jan 2020 onwards**

**Handling Team of ( 2 BDE + 1 Product Manager + 1 MIS + 1 Graphic Designer )**

- Analyzing global market and associate requirements and assisting in the development of new products.
- Handling the Marketing operation of **IVC/ CAMBODIA/ KENYA/ UZBEKISTAN /AZERBAIJAN/ TANZANIA/UGANDA/ETHIOPIA/ Latam Region**
- Contract manufacturing business development for the export market with different organizations like **EVOLET/AMBICA INTERNATIONAL**
- Managing the Corporate communication and company identity through Social Media Pages (Linked In / Facebook company website etc
- Designed software-driven IPR management tool for synchronization of trademarks across multiple geographies
- Coordination with various stakeholders for preparation of dossiers and registering brands in different countries
- Preparing strategic plans for various markets and launches, providing training to sales associates for same.
- Collaborating with various cross-functional team and assisting in the development of various products.
- Coordinating the supply chain for stock and inventory management at all points.
- Analyze market trend and suggest portfolio plans for target countries  
Developing various marketing support tools.
- Review sales trends and identify loops to suggest strategies for better ROI
- Portfolio for the launch of Ophthalmic Division for Indian Market & export to ROW market
- Launch of Critical care vertical in the Indian Market.
- Coordinating ATL activities like Trade Show Conference participation end to end arranging supervision execution and management. Post Exhibition business communication and line follow-up business generation

## **Sentiss Pharma ( Provis Division March -17 – JAN 20 )**

### **Reporting To: (Sr. Vice President)**

Handled existing Anti Infective Portfolio SKU(Kitmox/DX/LD/KTL) **Anti Glaucoma Portfolio** and **Ocular Nutrition Products (Softeye Plus /Navionce /Activision )**

- Strategic Planning of All ATL/BTL activities & Promotion/Portfolio Planning /Budgeting /Business Forecasting etc.
- Preparation of business case for new product launch
- Strategic Initiative for business expansion through alternative channel/ different vertical.
- Strategic & Launch Planning for to enter into the therapeutic segment (Anti Glaucoma Portfolio)
- Organizing of Corporate Events like NSM (National Sales Meet) and Trade Show participation.
- Liaisoning with various agencies for procurement of promotional materials

## **OPHTHO REMEDIES PVT LTD Product Manager /PMT MANAGER (July 15 Onwards- Feb 2017)**

### **Reporting: To Marketing Director**

**Handling Team of ( 2 Product Executive , 1 SFE , 1 MIS Executive 2 Graphic Designer )**

- Launched FFNS -120 (Fluticasone Nasal Preparation Hy- 5 E/d, IGEM 6 AREDS- 2 Formulation.
- Upgradation of existing product from Nasal Drops to new improved Nasal spray preparation
- Introduced Third Line therapy of Dry Eye Management in for HY5 eye drops.
- Launched New Products Like **Zoline Gold & IGEM 6 (Ocular Supplement)** (First Time In India Product AREDS-2 Formulation Based) established a sale of **1 Crore (ZG) in just 300 hundred days**
- **CCS ULTRA Crossed 1.25 crore mark in 1<sup>st</sup> year of launch and bagged 4<sup>th</sup> Rank ORG IMS**
- Looking all product related legal issues related to Brand name & TM
- .Organizing coordinating conferences All National as well as state conferences.
- Launched in- house magazine *Optho Times on quarterly basis.*
- Planned several BTL activities for existing brands.
- Strategic Business Plan for launch of new division (General Division)
- Coordination all Advertise & media agency for marketing activities

## **TWEET INDIA P LTD ( JULY 14- JUL15)**

### **Reporting:- To Sales & Marketing Director**

- Handled The launch of Neuro Psychiatric Portfolio & Derma Products (**BIOTIMA ,Isotretinoin Terrano(Terbinafine)Neogold( L Glutathione Supplement)**)
- Organized product training program for the field force
- Looked all product related BTL activities
- VA & All promotion input development to support and drive the strategy
- Executing participation in National & state conference ,Institutional CME etc

## **ORGANIC INDIA PRIVATE LIMITED ♦Product Executive & Trainer/Sr. Product Executive ♦ Sep 10 – July 14**

### **Reporting: GM & CEO**

- Launched the retail chain store of Health Store (Organic Supplement ) 10 store with 4 Crore Sale. in a year
- Launched **Wheatgrass Moringa Quinoa** in the Indian Market
- Launched the Herbal Cough Preparation "**Kofseal**" Derma Products **Herbal Antibiotic Beautiful Skin**
- Sexual Wellness Supplement – **O-JOY** .
- Prepared the roadmap for ethical promotion of 24 Health supplement catering **Wellness Tea Antidiabetic(Sugar Balance )/Anti arthritic (Flexibility)/Women's Health(WWB Syrup & Capsule)/General Wellness/ Liver Supplement (LKC Capsule & Syrup)/Dietary Supplement/ etc.**
- Sponsored Rhapsody Annual fest at KGMU King George Medical University for corporate advertising and brand promotion through public awareness stall.
- Launched a new quarterly technical newsletter named **ORGANICON**
- Introduced online test for the field force (**Knowledge forum** )
- Sponsored International Olympiad of Geography (GEO FEST) at CMS Lucknow
- Sponsored International Conference on Language Barrier & Communication at SRMCEM
- Sponsered "Aashyein A Event to support mentally impaired childrens" at Scorpio club.
- **ORGANICON 2010 Theme "Role of Herbs in Clinical Practice" A National level Dr's Meet**

- Coordination & execution of all PR related activities.

**FDC LTD ♦ Territory Manager ♦ July 09 – Sep10**

#### **Achievements**

- Successfully achieved assigned target.
  - Achieved Consistent growth in secondary sales & increased Rx base
  - Bagged 1<sup>st</sup> Prize for Medico marketing at FDC
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#### **EDUCATIONAL CREDENTIALS:**

**PG Diploma In. Herbal Sciences from IIHM (International Institute of Herbal Medicine)**

**MBA (Marketing) ♦ Sikkim Manipal University**

**PDCR (Post graduate Diploma In. Clinical Research)**

**Master Diploma in Business Administration Production Management & HR ) ♦ Indian Institute of Pharmaceutical Marketing Lucknow**

**Bachelor of Pharmacy ♦ Babu Banarasi Das National Institute of technology & Management Lucknow**

#### **E Learning & Workshop**

- PMP certification from **LinkedIn**. Certificate No AaTI454wC0YO\_y8sCTuWZ4eCUBi
  - Digital Sales Certification from **Google** Credential ID 36505890
  - Online Marketing from **Google**
  - Web Analytics e **Marketing Institute** CERT009404087-EMI
  - Social Media marketing from **e Marketing** Institute CERT0093717-EMI
  - Brands best Practicises from **Facebook**
  - Creative Certificate Examination from **Google** Credential ID 36510407
  - Fundamental In Digital marketing from **Google** Credential ID CW4Z56GB2
  - Brand & Marketing Integration from LinkedIn Credential
  - Certificate Course in IPR from IIMBx Bangalore
  - Global Business Strategy from Udemy **UC-XOFOC9VQ**
  - 4P's of Digital Health webinar from Pharma state Academy
  - Data Visualization with Tableau from Skill Nation (5 Day work shop)
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**Date of Birth:** 15<sup>th</sup> October 1985

**References:** Available on request

Linked In Profile

