

Sohail Shaikh

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CAREER OBJECTIVE

A Passionate management professional, who wants to learn & grow in this constantly changing business scenario.

AREAS OF INTERESTS

Brand Management, Strategy Planning, Data Analysis & Interpretation, Training & Development and Cross-functional Collaboration.

WORK EXPERIENCE

Medley Pharmaceuticals Ltd.

Assistant Product Manager (Marketing)

Mumbai

Feb 2022 – Present

- **Brand Management:**
 - Currently handling Medley's innovative brand Xymex Group (Power Brand) and other brands which contribute to a portfolio of 25 Crores in Suprakare (Gastro Therapy) Division.
 - The portfolio stands at 90% achievement and 1% Growth on March'23.
 - Devised Brand Plans of Xymex Group, O2derm, & Trisoliv for FY 2022-23 and also assisted in Brand Budgeting of Suprakare division.
- **Strategy Planning:**
 - Initiated campaigns like Taste Hai Best and POB activity for Retailers with execution rate of 82% and 85% respectively for financial year.
- **Data Analysis and Interpretation:**
 - Analyzed market data and prescription data to understand market dynamics.
 - Analyzed internal sales data to drive sales of key brands.
- **Training & Development:**
 - Trained sales force for implementation of promotional strategies and briefed key brand's USPs.
 - Designed agenda for sales force's monthly ACE (Aided Communication Enhancement).
- **Cross-functional Collaboration:**
 - Collaborated with supply chain, finance, training team, medical & marketing services for execution of DPIP (Divisional Promotional Input Planning).
- **Task:**
 - PMS (doctor enrollment & approval)
 - Sample & Input allocation, MIS Repot, CN Report.

Maneesh Pahraceutical Pvt. Ltd.

Management Trainee

Mumbai

May 2021 – Feb 2022

- Brand plans/strategies for the product range along with market penetration strategy & market research
- Market analysis for assigned portfolio
- Conducting training sessions to improve sales force effectiveness
- Field work – For understanding competitors' strategy, connecting with key customers and to understand the execution of strategies by sales team.

Nascens Pvt. Ltd.

Summer Internship

Mumbai

May 2019 – July 2019

- Launching and Market Penetration of Happa Baby Organic Food in Mumbai Successfully
- Involved in launching Happa Baby Food in the general trade for respective areas assigned to us
- Mapping of high potential outlet in assigned area and negotiating, pitching on the product placement of Happa food in the area.
- Developed relationship with the store executive and train them on the benefit of the product.
- Responsible for meeting potential doctor in the assigned areas primarily pediatrician
- Support digitally for brand by assisting in generating online footprint across social media

EDUCATION

SIES College of Management Studies

PGDM – Pharmaceutical Management

Navi Mumbai

July 2018 - June 2020

- Alumini Commetee member of PGDM-Pharmaceutical for the academic year 2018-2020.
- Achieved 1st rank in Brain Tank Competition organized by SIES-IIEM.
- Volunteered in execution of ISR activity at an adopted school.
- Volunteered in Virtualities-Roopantaran, the annual festival of SIESCOMS in the year 2019.

Sinhgad College of pharmacy

Pharmaceutical

Pune

July 2014 - June 2018

Year	Examination	Institution	Percentage Obtained
2018-2020	PGDM - Pharma	SIES College of Management Studies, Navi Mumbai	74.33
2018	B. Pharm	Sinhgad College of Pharmacy, Pune	58.91

SKILLS, HOBBIES & LANGUAGES

- **Skills:** Microsoft Office (Excel, PowerPoint) | Analytical | Time Management | Reasoning | Team Leader
- **Hobbies:** Singing, Photography, Singing, Using Social media
- **Languages:** English, Hindi, Marathi