

Satnam Ranveer Singh
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Medical Devices : Advanced Surgery (Healthium Medtech)

Summary: A result oriented professional with more than 12+ years rich experience in Sales & Marketing, Business Development, Relationship Management in the Pharmaceutical Industry. Expertise in implementing business plans, brand promotion & market plan execution with proven ability to achieve the pre-set sales target. Generating leads and meeting sales goals. Determine pricing schedules for quotes, promotions, and negotiations. Coordinating sales efforts with marketing programs. Visiting clients and potential clients to evaluate needs or promote products. Translate the product messaging into various marketing sales enablement collaterals like sales deck, battle cards, datasheets, custom story decks for strategic accounts, etc. Own the product narrative going out in the market to help communicate value to the prospects and the opportunities in the pipeline. Efficiently collaborate with members of the different marketing functions to deliver on planned activities. Provides programs to improve operational efficiency and compliance in support of the organizations financial and tactical business objectives. Provides business practices and processes. Develops and trains the organization on business practices and processes. Adept in new business & market development, product positioning and handling distribution network. Good communication, interpersonal & relationship management skills with ability to think analytically and relate to people at all levels in the organization.

Core Competencies: Strategic Sales & Account Planning | Marketing | Executive Sales Presentations | Business Development | Customer Relationship Management | Vendor Management | Operation Management | Negotiation & Closing Activities | B2B & B2C | Sales Training & Team Leadership | Revenue & Profit Growth | Productivity & Performance Improvement | Business Strategist | Product Research & Evaluation | Organization & Communication

Key Result Ideas

- **Sales and Marketing:** Preparing sales & marketing plans for Products in accordance with business plan of company. Conducting competitor analysis, generating demands for the products by contacting Doctors and for enhancing business. Carrying out promotional activities as a part of brand building & market development
- **Channel & Distribution Management:** Establishing strategic alliances with financially strong and reliable channel partners; implementing strategies to maximise sales. Guaranteeing adequate inventory and effective distribution of products; evaluating performance & monitoring distributor sales and marketing activities.
- **Relationship Management:** Building and strengthening relationships with key accounts; ensuring high customer satisfaction by providing them with complete product support. Setting up sales objectives, ensuring accomplishment of targets by generating reports and modifying processes to ensure smooth sales & marketing. Coordinating with the other departments, ensuring smooth and profitable operations.
- **IT FORTE:** Well versed with Windows (XP/Vista/7), MS Office 2003/2007/2010 and Internet application.
- **Professional Experience :**
- **3rd Feb 2025**

Territory Manager (Healthium Medtech) Advanced Surgery

- Own the design, maintenance of scalable solutions for ongoing reports, analyses, dashboards, etc. to support analytical and business needs. Develop a deep understanding of our vast data sources and identify which to use to solve specific business problems and lead the team in creating those strategies & initiatives
- Covering Area is Mulund to Chembur Specialty with Deling OB-GYN,GENERAL SURGEON, LAP SURGEON
- Total Account 100 and Customer 140
- Within Joining Breakthrough the 5 new account and highest OT attend amongst in Mumbai
- Marketed Brands like Trusynth, ABgel PDsynth ,TheruptorNXT Timesh,Trulene Mesh,Surgipler

APRIL 2024 -Feb 2025| Glenmark Pharmaceuticals. Mumbai | ABM

Define product requirements and roadmaps including prioritization based on feasibility, time, cost, and impact. Drive innovation and highly scalable processes around the product development cycle.

- Partner with all stakeholders including sales, operations, and marketing teams and develop ways to scale internal and external processes. Develop scheduled reporting and review data to take appropriate actions
- Own the design, maintenance of scalable solutions for ongoing reports, analyses, dashboards, etc. to support analytical and business needs. Develop a deep understanding of our vast data sources and identify which to use to solve specific business problems and lead the team in creating those strategies & initiatives
- Analyzing budgets, preparing annual budget plans, scheduling expenditures, and ensuring that the sales team meets their quotas and goals. Researching and developing marketing opportunities and plans, understanding consumer requirements, identifying market trends, and suggesting system improvements
- Consistently monitoring the sales activity of the team and tracking the results. Conducting weekly forecasting meeting and coaching on strategies to create pipeline and drive closures. Establish account relationships with key decision makers when necessary to drive deals forward. Exceeds various business objectives.
- Assist marketing and sales management in the development and implementation of new sales strategies, tactics and tools for new market opportunities. Monitor performance against objectives and performs analysis on territory opportunities to develop customer and product forecasts
- Team size 5 FSOs , Specialties Covered cardio Consulting Physician

AUGUST 2022 -April 2024| NATCO PHARMA. Mumbai | ABM

- Develop and implement new marketing strategies to increase the revenue for image building products of Cardio and Diabetes Therapeutics Market Access. Plan across multiple teams, assess the level of effort and identify dependencies and resource requirements, make data driven product decisions. Collaborate across teams to communicate product strategies with internal stakeholders and adjust priorities according to feedback
- Define product requirements and roadmaps including prioritization based on feasibility, time, cost, and impact. Drive innovation and highly scalable processes around the product development cycle.
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Accomplishments

- IN 2019, 2020 had achieved more than 220 % YTD and got EE RATING.
- Converted gyns in my territory and ensured their continuous support towards APIGAT TICAGAT VALSAC.
- Took various steps like CMEs, CATH LAB Camps for increasing the profit. ☺
- Marketed Brands like APIGAT, TICAGAT VALSAC .

March 2017 – August 2022 | NATCO PHARMA | Medical Representative

- Meeting doctors, giving demonstrations along with the sales team members for increasing the existing sales. Conduct research to identify customer needs and market gaps. Gather product data, including analytics, statistics, and consumer trends. Analyse consumer research data and record product defects.
- Coordinate findings with the product team and align them with business goals. Suggest product enhancements that improve user experience. Perform quality assurance controls on products. Liaise with the Marketing department to ensure proper advertisement and positioning of new products

- Primary driver for identifying opportunities and driving product vision and roadmaps in the context of broader organizational strategies and goals. Incorporate data, research, and market analysis to inform product strategies and roadmaps. Prioritize the implementation of new features and set specific timelines.
- Gathering, investigating, and summarizing market data and trends to draft reports. Implementing new sales plans and advertising. Recruiting, training, scheduling, and managing marketing and sales teams to meet sales and marketing human resource objectives. Prepares daily/weekly/monthly reports to stakeholders
- Developing growth strategies and plans. Managing and retaining relationships with existing clients. Increasing client base. Following industry trends locally and internationally. Handling negotiations and deal closures. Work closely with Partners in creating and executing business development initiatives.
- Reporting on sales activity and forecasting to senior sales management. Own and achieve sales targets for new business sales in the market segment. Leads overall strategic alignment of the organization activities aimed at exploring customer's requirement. Driving the business of third-party products through team

JUNE 2014– March 2017| Emcure Pharma , Mumbai | Medical Representative

- Act as a point of contact for existing and potential customers within assigned territory. Identify local business opportunities and challenges. Report on regional sales results (Daily, weekly, monthly, quarterly and annually). Present our products and services to prospective customers
- Identify customer needs and recommend product solutions. Work closely with sales people and other internal teams to meet individual and group sales quotas. Answer customer questions about features, pricing and additional services. Cross-sell products, when appropriate. Collaborate with sales representatives from different territories to share best practices and support a cohesive sales approach
- Complete planned customer visits to make sales presentations to existing and prospective customers, provides information and support, calculates and quotes prices, takes orders, and closes sales
- Provides industry and product knowledge to customers on segment specific value propositions and helps customize the existing product portfolio to their needs with solution sales techniques. Monitor market, and competitor trends and advise management on methods to improve company competitiveness

Accomplishments

- Marketed Brands like Metpure XL, Temsan, Atorac
- Received **Best Performance Star Award. 2016**
- **Internal Promotion** for consistency performing since 5 years in Natco Pharma
- Received Certification Recognition for consistent performance in LEAP Quiz in FY2020-2021
- Received Certification of Appreciation to Contribution towards APIGAT FY 2021-2022
- Received Certification of Appreciation to Contribution towards YTD Achievement more than 100%
- I am part of the make and established the 50cr Club Brand APIGAT (apixaban)
- In NATCO I have launched 2 brand first time in India and 7 brands successfully established since 2017 to till date
- Received certification for successfully participating in the Leadership Development Program 2023
- I have now experience south Mumbai to Thane down along with new Mumbai
- Launched new product and got certification from senior management. Achieved sale target from last 5 years
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OCT 2012– June 2014| ARISTO Pharma , Mumbai | Medical Representative

- Managed a diverse portfolio full of established and newly launched products continued to rank high in sales and achieved the sales target 2012-2013 YTD 110% got certification from management
- Served a friendly environment in the organisation I was the highest PCPM award winner in 2013 in new Products sales like PureD3 and others brand
- I use to met all speciality but major focus on MD Physician Cardiologist I had Brand like TELVAS, TELVAS BETA my working area was Ghatkopar Kurla, Powai

- **Education:** B.Sc | Dharmveer College | M J P R University | Bareilly U.P | 2012|

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