

TANIA DAS

SALES & MARKETING PROFESSIONAL

Sales & Marketing professional with more than 6years experience

COMPITENCY SPHERE



- *Sales & Marketing
- *Market Intelligence/New Market penetration
- *Client Relationship (KOL)
- *Direct/ Key Account Sales
- *Domain/ Product Knowledge
- *Strategic planning
- *Sales Planning & Forecasting
- *Market Analysis
- *Maintaining Transparency

*Organizing Continuous Medical Education (CMEs), workshops.

PROFESSIONAL SNAPSHOT

- *Business leader & strategic planner with Expertise in product selling
- *Associated with Glaxo smith n kline as a first company
- *Exceptional communicator with strong negotiation skills, problem solving abilities and a keen client need assessment attitude
- *Versatile, flexible and highly Enthusiastic & profit centric professional with 5years experience in driving revenue, market share and maximizing top & bottom-line growth by leading channel partners; *Experience and Expertise in KOL management, Marketing Operations, Customer Relation Management, Direct & Dealer Distribution, Key Account Sales
- *Exposure to working in multi-cultural & well diversified work environments.

SUMMARY

An accomplished and results oriented sales executive with a proven track record of success in driving sales growth and customer development. Strong ability to build and maintain customer relationships. Seeking an Opportunity to bring my skills and experience to a growing organization.

CONTACT

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ACHIEVMENTS:

1.Became rising star of the year 2019 with highest growing territory. 2.All India top achiever in 2019 and secure lucrative incentives also
Sunday outing with family;

3. Mostly secures 100% in knowledge tests, quiz conducted by GSK/Sanofi on monthly basic.

4. Got appreciation, recognized by the management for achieving good progress during the performance review from 2018 to till now.

5. Successfully conducted many CMEs with good numbers of doctor, participants.

6. I have experience of Kolkata to manage business with Doctors, Retailer and Stockiest.

During covid period I am achieving highest number of Remote call and tele call. I got 100% in MSR Certification course conducted by Sanofi training team.

PROFICIENCY MATRIX

Sales, Marketing & Business Development:

*All round expertise in generating sales through proper strategic planning to drive the business growth while engaging the KOLs and timely analyzing of the market.

Relationship Management:

*Identifying and networking with prospective doctor prescriber base, generating new opportunities to obtain the additional business from the

existing/new doctors. Building & maintaining healthy business relations with distributors/ pharmacies.

Market Research & Analysis:

*Gathering the market data from diverse sources for market research, segmentation research, client specific market research and analyzing the collected data as to know the current product position in the market and the goal to reach.

Managerial:

*Planning, directing and coordinating in managerial aspects of the business. Solid professional standards; excellent track record; maintaining focus on achieving result while formulating and implementing solutions to meet diversity of needs.

Product/Therapy Area Knowledge:

*Sound knowledge of the detailing product, its benefits and features, key USPs and differentiation factors from the competitors. Complete understanding of the therapy and physiology of the diseases dealing with.

Technical Skills:

*Fair working knowledge of MS office which includes Word, Excel and PowerPoint.

EDUCATION:

B S C

CALCUTTA UNIVERSITY -68% IN 2014

HIGHER SECONDARY EXAM

WBBHSC-60% IN 2011

SECONDARY EXAM

WBBHSE-70% IN 2008

WORK EXPERIENCE

WORKED AT SAMARTH LIFE SCIENCES

WORKED AT POLYNOVO (NOVOSORB BTM)

NOW(KOL&SILIGURI)

WORKED AT VIATRIS (MYLAN ONCOLOGY) KOLKATA ALONG

WESTBENGAL -FROM MARCH 2023 TO AUGUST 30TH

WORKED AT KOLKATA HQ ALONG SILIGURI MARKET WITH

RESOURCE(NESTLE)-FROM JAN 2022 TO FEBRUARY 2023

WORKED AT SANOFI WITH LANTUS-FROM 2019 TO 2021

WORKED AT GUWAHATI HQ WITH GLAXO SMITH & KLINE(ELTROXIN)FROM 2017 TO 2019

PERSONAL DETAILS:

DATE OF BIRTH:10-02-1993 | NATIONALITY: INDIAN

LINGUISTIC PROFICIENCY: ENGLISH, HINDI, BENGALI MARRITAL

STATUS: MARRIED

JOB ROLE:

Therapy specialist with
handling oncology products.
Worked as a Scientific sales
executive with Lantus

(SANOFI) Worked as a business executive in GSK.