

Resume

T. Shanmuga Sundari

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Objectives

To gain a dynamic and challenging role that is offered to me and workout to be best and utilize all the opportunities for further development of my knowledge, abilities, skills in an established firm with long term career growth opportunities.

Education

- ▶ B.Sc Electronics & Communication passed out with 74.2% from Madura college of Arts & Science, Madurai 2009-12
- ▶ HSC with 69.5% from KBC Hr Sec School, Chennai (2007-2009)
- ▶ SSLC with 77.8% from Capron Hall Hr Sec School, Madurai (2006-2007)

Work Experience

Hospital Business Manager (3rd May2023 –Currently working)

Cipla (Chennai Location)

Roles: Only Govt Institutes

Monitor industry trends and competitor activities to identify new business opportunities.

Identifying potential business opportunities, analyzing tender documents and co-ordinating with internal stakeholders for participation

Understanding of Government Hospital business with minimum knowledge of Procurement process and understanding of GEM procurement

Conduct market research to stay informed about changes and innovations relevant to clients

Detailed knowledge of tender bidding process

Ensure all tender submissions adhere to legal and regulatory requirements

Conduct presentations and product demonstrations tailored to client needs.

Negotiate contracts and terms to achieve mutually beneficial agreements.

Meet or exceed sales targets and contribute to overall company growth.

Therapy Manager (3rd May2020 – 28th Apr 2023)

MSD (Chennai Location)

Roles: Both Trade and TNMSC

New Business Development in Healthcare

Assist in the development and execution of the hospital's strategic plans.

To maintain regular & frequents contacts with Channel Partners

Identify opportunities for growth and improvement.

Lead initiatives to enhance patient satisfaction and care quality.

HbA1C camp drive

Reports generation

Informs company of activities or competitive intelligence in the field to assist

in business and product planning

Achievements

Continuous medical Education program for PGs involving HODs

1.5 Cr business from TNMSC for Sitagliptin

Consecutively achieved star Awards for 3 years with foreign trip

Territory Manager (19th Jan2015 – 27th Apr 2020)

Eli Lilly (Chennai Location)

Roles: Both Trade and Corporate hospital

To identify and establish new business, by demonstrating or presenting to health care staff including Doctors & Nurses. Meeting both business and scientific needs of healthcare professionals. Maintain a detailed record along with reviewing sales performance & writing reports and other documents.

Stakeholder handling (Stockiest). Executing all company strategies as designed by the marketing team.

- Got major KOL conversion in Anna nagar area with value addition to the region
- 2018 Best Achiever award in Chennai region

Business Executive (19th Jun2012 – 18th Jan 2015)

Icarus (Chennai Location)

Roles : Corporate hospital

To promote the products to the customers and establish the brands in the targeted segment.




















To implement the company's strategy and follow up for sales progression in the respective territory.

Achievement: SRM Katangulathur opened the account for ICARUS

Apollo Hospital increased the business turn over by converting major KOLs

Topper during the Training in ICARUS, got a shield.

Skills

- ▶ Product Knowledge    
- ▶ Microsoft Office   
- ▶ Team Work    
- ▶ Self-Motivation    
- ▶ Active Listening    

Personal History

Date of Birth : 01-Jul-1991

Marital status : Married

Spouse Name : Sivaraman D

Nationality : Indian

Religion : Hindu

Languages Known : Tamil, English

Personal Hobbies

- ▶ Reading Books & Listening to Music

Declaration

I solemnly declare that all information furnished above is true to the best of my knowledge and belief.

Place:

Date:

Signature
(T Shanmuga Sundari)

