



SHRIKANTHA H

ABOUT ME

Results-driven Sales Executive with over 9 years of overall sales experience, including 8 years in pharmaceutical sales. Proven track record of building strong relationships with healthcare professionals and consistently exceeding sales targets. Skilled in product promotion, market analysis, and strategic territory management, with a strong commitment to ethical sales practices.

WORK EXPERIENCE

Johnson & Johnson Innovative Medicine

Aug 2022 - Present

Associate District Manager- Mass Market

- Successfully managed sales and marketing for divisions covering physicians, endocrinologists, neurologists, ENT and surgeons across multiple cities in Karnataka and Kerala.
- Supported chemists in placing orders by coordinating with multiple distributors and actively promoted newly launched products to doctors, stockists and chemists.
- With a monthly target of ₹40 lakh, consistently exceeded expectations by achieving up to 120% of target across most months.
- Cultivated robust relationships with more than 100 healthcare professionals, resulting in reliable prescription renewals and enhanced brand loyalty.

Cipla Ltd

July 2021 - July 2022

Territory Manager - Vitalis 3

- Focused on sales and marketing of cardio and diabetic products, covering key specialties including cardiologist, physicians, endocrinologists, neurologists, and general practitioners.
- Achieved a 20% increase over projected quarterly sales targets, driven by a strategic rise in prescriptions for the lead cardio-diabetic product.
- Conducted regular field visits, managed territory operations, and maintained accurate CRM and sales reports to ensure transparency and strengthen customer relationships.

CONTACT INFO

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ACADEMIC HISTORY

Bachelors of Commerce | 2014-15

Sahyadri Arts and Commerce College
Shivamogga

Percentage: 67.06%

PUC - Commerce | 2010-12

GOVT PU College Hosanagara

Percentage: 79.16%

SKILLS

- Viva Engage
- Strategic Planning & Execution
- Microsoft Office Suite
- Customer Engagement & Retention
- Product Promotion & Detailing
- Sales Target Achievement

LANGUAGES

English | Hindi | Kannada

ACHIEVEMENTS

- Actively participated and helped organize a national-level workshop in collaboration with FAEA, New Delhi.
- Received the Star Club Award at Lupin.
- Earned the Brand Sales Award at Cipla.
- Honored with the Winners Club Award at Johnson & Johnson Innovative Medicine for two consecutive years.

Lupin Ltd

April 2018 - July 2021

Marketing Executive - Ascender

- Promoted a diverse portfolio of brands across orthopedics, gastroenterology endocrinology, and physician segments, tailoring messaging to each specialty.
- Kept informed about product features, clinical data, and therapeutic areas to provide compelling and accurate product presentations.
- Achieved top regional sales for the new Lupin product, Pyloflush, and Lupase Tablets.

Zuventus Healthcare Ltd

Aug 2017 - April 2018

Business Officer

- Comprehensive marketing expertise across diverse specialties, such as gynecologists, surgeons, physicians, ENT specialists, dermatologists, and neurologists.
- Coordinated and engaged in conferences for several local hospitals to elevate brand values and disseminate information regarding Zuventus products.

ICICI BANK LTD

Feb 2016 - June 2017

Value Banker

- Handled cash transactions, NEFT processing, and account opening/closure with accuracy and compliance.
- Generated leads for financial products including mutual funds, fixed deposits, recurring deposits, insurance, and credit cards.
- Resolved customer queries related to KYC documentation, ensuring smooth onboarding and regulatory adherence.