**RESUME**

**NAME            : --    SUBROTO   CHATTERJEE**

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**NEAR RADHA GOVIND DEV MANDIR**

**KARDHANI; KALWAR ROAD JAIPUR – 302012 (RAJASTHAN)**

**Summary : \*In all these 35+years of experience in Pharma Sales I had A Experience to Lead a Team of Sales Managers / Zonal Sales Managers / Regional Sales Managers / Area Sales Managers / Business Development Managers / Business Development Executive / Pharma Sales Officers to Achieve My Sales Budgets ; New Recruitments & Field Sales Team. Training Was Also Conducted By Me . Planning & Organising Group Events Like Product Launch, Promotion, Budgeting, Implementing, Review & Fine Tune Marketing Strategies To Escalate Business.**

**• Sales Experience In A Business To Business Environment With A Proven Track Record of Profitable Growth and Achievement With A High Level Of Responsibility.**

**\*Innovative Professional With 35+ Years Of Progressive Experience Within The Pharmaceutical , Education & Real-Estate Industry. Possess The Skills Of Man-Management, Drive Business Growth, Capitalize On New Business Potential & Manage All Aspects Of Daily Business Operations Desired As National Sales Head.**

**Experience of Leading the Team With Exceptional Leadership, Organizational, Communication, Interpersonal, Analytical and Problem Resolution Skills.**

**\*FOR ALL THESE 35+ YEARS ACHIEVED 100% TARGET. FOR MY OUTSTANDING LEADERSHIP QUALITIES AND MY EXCELLENCE IN ORGANISATIONAL SKILLS I WAS HEADING THE TEAM AND SECURED THE TEAM TO BE ON THE TOP POSITION. THESE ALL HELPED ME EXPLORE THE CREATIVE AND CO-ORDINATING SKILLS IN ME.**

**:MY ROLE IN Marketing & Sales INDUSTRY :**

**\*Handling Pharma Trade On Country Level - Identify Focus Areas / Products / Customer Segments For Market Share Expansion   
 \*Responsible For Marketing & Branding Initiatives For Learning At National Level & Ensuring All Activities Are In Alignment With The Organizational Strategic Goal.  
\*Capturing new markets for the organization by innovative strategies, promotions.**

**\*Conducting Various Marketing Activities At Various Locations To Support Sales Team & Help In Nurturing Business Leads In Education & Real-Estate Industry.**

**>>Planning, Executing & Co-Ordinating Various Promotional And Training Programs To Support Sales & Market Development.**

**\*I Am A Partner to the Organization’s Growth & Revenue Enhancement\***

**\* I Am A Seasoned Sales Professional Who Generate Revenue By Securing New Markets / Customers.**  
**• Systematically Drive The Overall Sales Process In India, From Identifying Potential Through To Building Lasting Relations With Customers, Recruiting & Leading The Sales Team By Employing The Full Array Of Key Account Tools, Achieve Sustainable, Profitable Growth.**

**• Provide Leadership and Coaching To Inside / Outside Sales Team To Ensure Achievement Of Specified Business Objectives.**

**• Recruit, Develop & Lead Sales Team: Manage Sales Staff, Develop Objectives, And Conduct Performance Appraisals.**

**• Develop and Ensure Successful Implementation of our “Go to Market” Strategy**

**\*Manage , Co-Ordinate & Motivate Company Sales & Marketing Functions To Achieve Required Sales Targets.**\***Handling Sales To Generate Maximum Business • Determine Sales Territories And Ensure Coverage Of Those Territories For Optimum Sales & Profit Potential.** **Analyze & Evaluate The Effectiveness Of Sales Methods & Results.**

**•**\***Help To Plan , Develop & Execute Sales & Marketing Strategies**

**•**\***Manage And Monitor Customer Satisfaction Relative To The Sales Process.**

* **Lead By Example & Take The Initiative To Fully Understand The Product Portfolio, Generate Leads And Build A Strong Pipeline To Meet The Sales Target.**

**• Skills & Abilities :**

* **Understanding Of All Regulatory Issues Ethical, O.T.C , Generic & Pharmaceutical Business. Ability To Achieve Sales Plans.**
* **Ability To Build Positive Working Relationships**
* **Mastery Of Key Account Tools : Customer Mapping , Customer P & L Account , Sales Management , Strategic Planning , Sales Training , Negotiation , Product Marketing , Brand Development , Employee Relations , Leadership Qualities , Key Account Management , Team Management & Life Style Coaching.**
* **Help To Implement Sales Processes Procedures & Tools To Maximise The Productivity & Performance Of Sales.**

**• Strong Ability to Interface with Customers At All Levels, Management / Executive; Ability To Capture Systematically Requirements and Pass these to Field Executives / Development Managers.**

**• Management Skills, Ability to Systematically Plan and Execute Successfully - Excellent Planning, Organization and Record Keeping Skills.**

**• Me With A Track Record In Business Development and Creating / Developing New Markets.**  
**•\*Result-Oriented Sales Professional Well Equipped With Sales Training Skills, Conducted Motivational Sessions in Large Corporations, Company Launching Skills, Innovative Marketing / Sales Strategy As Well As In The Education / Hospitality and Pharma Industries. Proven Ability and Sales Effectiveness In Market Research, Product Development, Negotiation, Budgeting, Selling, & Development of Market. Experience Accompanied By Post-Graduate Business Management Degree With Administration Training, Professional Association Leadership, Community Development, Sales / Business Development / Account Management & Senior Management Skills.**

**I Am Proficient In Researching, Prospecting, Customer Relationship Development, Sales & So Forth.**

\***COMPANIES WORKED WITH :--**

1. **The Crown Group Jaipur From October 2016.......Till Continuing-----{G.M}**
2. **S B L Private Limited From 8th August 2016 To September 2016-----{G.M}**
3. **Taj Eduglobe Ltd. From 1st March To July 2016-----{Assistant Vice-President}**
4. **BRENZ THERAPEUTICS From November 2002 To February 2016-{Director-Sales}**
5. **NICHOLAS PIRAMAL April 1998 To October 2002 (4 Years 7 Month)--{Natinal- Sales-Manager}**
6. **BOEHRINGER MANNHEIM GMBH. ( 5 Years 6 Month )-{R.S.M}-{Z.S.M}---{N.S.M}**
7. **BOEHRINGER KNOLL GMBH. ( 6 Years 2 Month )--{M.R}**
8. **BLUE CROSS LAB. ( 2 Years )--{P.S.O}-----{R.S.M}**

**EXPERIENCE: --                                       :**

**\* From October 2016 As General Manager-Sales & Marketing+{H-R} With The Crown Group. \*August 2016 As “National Group Product & Sales Manager” With S B L Private Limited Based At New Delhi {Prepare Marketing & Sales Strategies}-A Homeopathy Medicine Company.**

**\*March 2016 As “Assistant Vice-President” With Taj Eduglobe Ltd. Based At New Delhi {Developed New Super-Master-Franchisee Franchisee & Sub-Franchisee For Business Expansion Presented Company To Trade Fairs}- Education Service Company.**

**\*APRIL 2005 To February 2016 AS “DIRECTOR–SALES & MARKETING” WITH BRENZ THERAPEUTICS BASED AT NEW DELHI. {Took It To New Heights Control The Sales Team}\*APRIL 2003 TO MARCH 2005 AS GENERAL MANAGER SALES & MARKETING & TRAINING WITH BRENZ THERAPEUTICS BASED AT NEW DELHI. {Looked After Sales/Training And Marketing} \*NOVEMBER 2002 TO MARCH 2003 WITH BRENZ THERAPEUTICS AS  ZONAL SALES AND TRAINING MANAGER DASED AT NEW DELHI •{Launched The Products With Sales Team & Trained The Sales Team For Achieving High}**

**\*APRIL 1998 TO OCTOBER 2002 WITH  NICHOLAS PIRAMAL INDIA AS “NATIONAL SALES TRAINING MANAGER”  AND IN ADDITION “ZONAL SALES MANAGER” COVERING AREAS RAJASTHAN /ASSAM/WEST-BENGAL/BIHAR/NEPAL BASED AT CALCUTTA AND GOING TO MUMBAI FOR TRAINING NEW RECRUITS. {Sales & Training Department Were Looked After.}**

**•\*OCTOBER 1997 TO MARCH 1998 AS “NATIONAL SALES TRAINING MANAGER” AT MUMBAI WITH BOEHRINGER MANNHEIM GMBH. {Trained The Sales Team For Achieving Objectives}\***

**•APRIL 1997 TO SEPTEMBER 1997 AS “ZONAL SALES AND TRAINING MANAGER”COVERING AREAS ASSAM / BIHAR / WEST BENGAL / NEPAL WITH BOEHRINGER MANNHEIM GMBH. {Top Performance In All The Four Zones With Sales Growth & Control In Outstanding}.**

**\*Implemented Innovative Ideas To Develop Business.\***

**\*OCTOBER 1992 TO MARCH 1997 AS “REGIONAL SALES MANAGER” WITH BOEHRINGER MANNHEIM GMBH. COVERING AREAS Of Bihar. & Jharkhand {Cleared Outsatndings Of Stockist’s In Record Time With Sales Growth}.**

**\*AUGUST 1986 TO SEPT.1992 WITH BOEHRINGER KNOLL GMBH. AS MEDICAL REPRESENTATIVE OF RAJASTHAN {Among The Top Achiever’s}.**

**\*APRIL1986 TO JULY 1986 WITH BLUE CROSS LAB. AS “REGIONALSALES MANAGER” FOR RAJASTHAN {Launched The Company Took It To A All Time New High In Sales}.**

**\*APRIL 1985 TO MARCH 1986 WITH BLUE CROSS LAB. AS SENIOR PHARMA SALES OFFICER OF RAJASTHAN.•\*AUGUST 1984 TO MARCH 1985 WITH BLUE CROSS LABS. WORKED AS “PHARMA SALES OFFICER” •Launched The Company & Took It To A Great Height A Record In Pharma Industry.\*IN ALL THESE 35+ YEARS I HAVE BEEN SELLING  Allopathic Range,GENERAL PRODUCTS , ANTI-BIOTICS , GYNAE , CARDIAC ,NEURO , DIABETIC, BLOOD SUGAR INSTRUMENTS, PSCHYCATRIC & BLOOD SUGAR INSTRUMENTS , Ayurvedic Range,Homeo-Pathic Range,Education Industry & Now In Real-Estate.**

**•ACADEMIC CREDENTIALS   :   \*POST GRADUATE DIPLOMA IN BUSINESS MANAGEMENT & ADMINISTRATION TRAINING.**

**\*BSC. (PHYSICS + CHEMISTRY + MATHS)**

**•CERTIFICATES: BUSINESS ENGLISH CERTIFICATE 2 >>>>>From University Of Cambridge**

**•QUALIFIED LEARNING SYSTEMS INC. (U.S.A) / INDIA : BLUE PRINT FOR SUCCESS**

**LANGUAGE: CAN COMMUNICATE VERY WELL IN ENGLISH , HINDI & BENGALI**

**•PRESENT C.T.C  : Rs.15,00,000/- p.a**