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**Seeking assignments in sales & marketing, business development, channel sales management with a reputed organization and eager to bring my expertise in increasing sales and to ensure overall efficiency in the Sales & Marketing division of a company which rewards hard work and creativity.**

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### **PROFESSIONAL PROFILE**

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- ☐ A dynamic and self-motivated professional with more than **5 years of rich experience** in channel sales, marketing and business development.
- ☐ Demonstrated abilities in generating & expanding business and running marketing campaign.
- ☐ A dynamic and self-motivated individual with qualification of **MBA from Anna University, Chennai**
- ☐ Appointed as **Medical Sales Representative**, handling overall sales operations in Dubai.
- ☐ A consistent achiever with an aspiration to succeed through sincere and performance-oriented work.
- ☐ An effective communicator with good presentation skills and abilities in developing new client base.
- ☐ Identifying prospective clients, generating business from existing clientele and achieving business targets.

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### **CORE COMPETENCIES**

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#### **Sales and Marketing**

- ☐ Running the sales and marketing operations & accountable for increasing sales growth and driving sales initiatives to achieve business goals.
- ☐ Identifying prospective clients, generating business from the existing clientele and achieving business targets.

#### **Business Development**

- ☐ Conducting competitor analysis & competency mapping for keeping abreast of market trends and competitor moves to achieve market share metrics.
- ☐ Identifying & developing new streams, maintaining relationships with customers to achieve referral business.

#### **Customer Relationship Management**

- ☐ Managing customer centric operations & ensuring customer satisfaction by achieving delivery/ service quality norms.
- ☐ Attending to clients' complaints and undertaking steps for resolving them.

#### **Team Management**

- ☐ Working in a competitive environment to and strongly participating in sustainable team development.
- ☐ Natural team player with an ability to guide subordinates to achieve the pre-defined organisational goals.

## **WORK EXPERIENCE**

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**Pharma House, UAE      Medical Representative    August 2018 to till date**

### **Responsibilities**

- Cultivates key relationships with high volume prescribers and key opinion leaders
- Hosts educational events to build relationships and educate key providers
- Managed research on relevant products, and made detailed presentations to Physicians
- Actively seek and display knowledge of key customers in the territory and demonstrate excellent customer service at all times.
- Extensive knowledge of complex medical terms and procedures
- Good time management and organizational skills
- Excellent command over written and verbal communication
- Good convincing and negotiation skill
- Flexibility, result-oriented with good sales skills
- Competitively and effectively sells portfolio by sharing feature benefits, and company promotions
- Covering major Hospital and clinics In Dubai And Northern Emirates.

**Diamond Pharma, UAE      Medical Representative April 2017 –July 2018**

### **Responsibilities**

- Working with Diamond Pharma on Nutraceutical Range in Sharjah Area.
- Keeping professional relationships between Healthcare professionals and Generate Business Through them
- Monitoring and controlling the sales budget to ensure optimum utilization of resources in the region.
- Conducting regular customer visits to ensure 100% coverage, monitoring competitor activity and continuously searching for new opportunities to increase sales in the region.
- Highly skilled in communicating effectively with Doctors and other HCPs
- Skilled in developing trust and build good rapport with customers
- Co-coordinating and following up with the storehouse supervisor to ensure adequate distribution of products.
- Successfully launched new products in the assigned Territory

## **Boehringer Ingelhiem, UAE Medical Sales Representative April 2015 to April 2017**

### **Responsibilities**

- Working with Boehringer Ingelhiem CHC handling five brands.
- Developing Sales plans and budgets to achieve or exceed the quarterly sales objectives for the region.
- Monitoring and controlling the sales budget to ensure optimum utilization of resources in the region.
- Generating sales of company products in the region through the distributor team of salesmen in order to achieve or exceed the quarter sales targets.
- Conducting regular customer visits to ensure 100% coverage, monitoring competitor activity and continuously searching for new opportunities to increase sales in the region.
- Providing distributors and customers in the region with information about new or improved products and services in order to improve sales in the region.
- Developing and maintaining an efficient distribution network to ensure the comprehensive availability of company's products and services across the region to achieve or exceed the sales targets.
- Liaising with the marketing team to ensure that adequate marketing support by way of merchandising and promotions is available in the region to provide brand visibility and promote sales in the region.

### **Highlights**

- Achieved double digit growth of MV category (Pharmaton).
- Efficiently organized several campaigns such as in store AV meetings.
- Placed Counter top unit at cash counters, free standing units at the positive flow of customer and effective merchandising of our products at eye level across the region.
- Re-launched different SKUs like Pharmaton capsules, Pharmaton Kiddi syrup.

## **Life Pharmacy LLC, UAE Management Trainee Feb 2013 To Mar 2015**

- Keeping abreast with market trends and competitor moves.
- Visiting nearby doctors to promote In-house brands
- Handling various type of customers to generate sales
- Involving entire retail operations
- Follow up with customers enquiries
- Provide training on their products and services.
- Arranging for the effective distribution of marketing materials
- Working with marketing team on hospital tie-up and events.

## **Ranbaxy Labs Ltd Alleppey, India Medical Representative Sept 2010 To Nov 2012**

### **Responsibilities**

- Handling various sales channels in order to achieve the organisational requirements.
- Collecting leads from the chemist and interacting with various customers in order to close deals.
- Closely monitoring the Doctors Prescriptions.
- Conducting various product and market awareness training sessions for the customers.
- Maintaining healthy relationship with all customers and generating business through them.

#### **Highlights:**

- Successfully achieved flash target of RANBAXY LABS Ltd in a short span of time.
- Qualified the “Meet the CEO Contest” target in December 2010.
- Actively participated in Management meets and won prize in Adzap.
- Significantly contributed in making organisation No.1 region in India.
- Conducted CMEs in various locations.
- Played a key role in achieving target in selected products.
- Successfully exceeded sales targets in 2011 and 2012.

**Aditya Birla Retail Ltd    Alleppy, India    Sales Executive    Sept 2008 To Aug 2010**

#### **Scholastics**

- **MBA (HR & Marketing)** from Dhanalakshmi Srinivasan Engineering College, Chennai (Anna University) in 2008 with 64% marks
- **BSC** from Kerala University, Kerala in 2006
- **12<sup>th</sup> (Science)** from ATGHSS Alappuzha (Kerala Higher Secondary Board) in 2003
- **10<sup>th</sup>** from MTHSMuhamma in 2001 with 68% marks

#### **Additional Qualification**

- Certificate course on Microsoft Office administration

#### **Personal Profile**

Date of Birth : 31<sup>st</sup> May 1986

Address : Thyvely House, Perunthuruth, Kalavoor P.O., Alappuzha, Kerala-688522

Languages : English, Hindi, Malayalam and Tamil

#### **Declaration**

I hereby declare that all the details furnished above are true to the best of my knowledge.