

HARJEET SINGH

BHATIA

Sales & Business Development Strategist with over 30 years of experience in the Pharmaceutical Ecosystem



Executive Summary

Performance-driven and sales-focused business strategist with intensive experience in Pharmaceutical industry possessing expertise in new business development, marketing and sales management, team building / management, revenue / profit generation working on challenging global operations. Proven capability in leading a wide range of marketing and business development strategies and consultative sales, developed to establish market presence, manage accounts and drive sales while impacting growth and maximizing revenues via achievements in direct / consultative sales, relationship management and business partnerships. Assiduous leader with the ability to lead account management strategies, manage customer acquisition and identify client needs, and consistently increasing ROI and EBITA growth in dynamic and changing markets while driving initiatives that meet short and long-range goals, objectives and business needs.

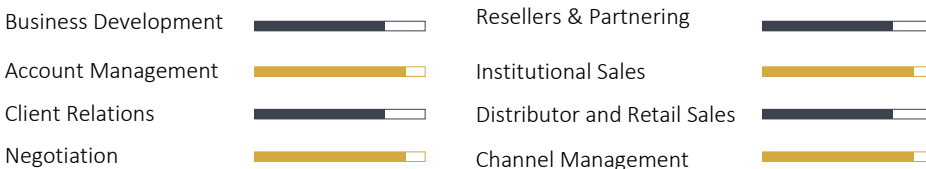
Demonstrative leadership and expertise in sustaining and consistently increasing ROI and EBITA growth in dynamic and changing markets. Extensive business background in international and multi-cultural environments. Seeking a company requiring bold and competent leadership, bringing years of professional experience to facilitate operations, maximize revenue and productivity and ensure strong future growth.

Value Addition

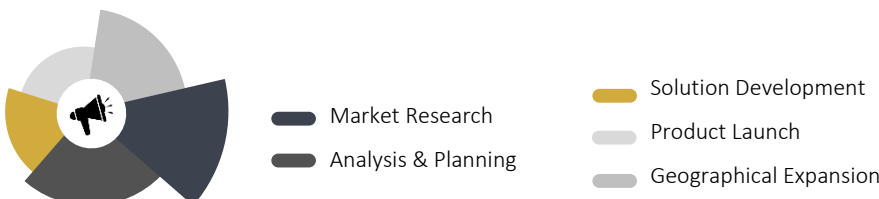
- Develop new geographies after assessing the opportunities they provide to grow the business.
- Propel business growth with existing strategic & transactional clients.
- Expertise in planning, formulating and implementing marketing strategies & promotions to increase market penetration & drive revenue as well as profitability by maximizing sales.
- Develop & streamline sales workflow and process in systems to enhance operational effectiveness and meet operational goals within the cost, time & quality parameters.
- Proactively build deeper strategic relationships at higher levels with the accounts, and C-suite level contacts for cross-selling / upselling products & solutions to the customers; build and motivate large cross functional teams that exceed corporate expectations.
- Proven ability in pre-sales, account management, revenue generation & realization, CXO level mapping and project management.
- Achievement oriented professional with excellent people management skills and an ability to manage change with ease.

Skills Portfolio

SALES



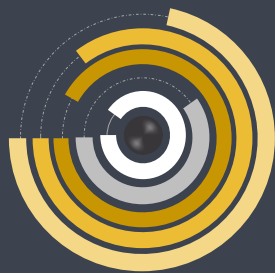
MARKETING



Work Experience

- **Since October 2021**
MSN Laboratories Private Limited
Director: Sales & Marketing – Africa and SE Asia
- **November 2013 Onwards**
MSN Laboratories Private Limited
Africa Head
- **October 2011 - October 2013**
Micro Labs Limited
Vice President - Sales & Marketing
- **August 2009 - September 2011**
Samarth Lifesciences
Vice President - Sales & Marketing for 2 Marketing Divisions
Ancard and Samgen
- **January 2006 - July 2009**
Alkem Labs Limited
Vice President - Sales & Marketing
- **September 2000 – January 2006**
Glenmark Pharmaceuticals Limited
Business Head (Last Held Position)
- **September 1998 - September 2000**
Cadila Pharma
Area Business Manager
- **November 1992 - September 1998**
Pfizer Limited
Professional Service Officer
- **April 1992 - November 1992**
Merind Limited
Medical Representative

Project Management



- Vendor Relations
- SOW & SOP
- Project Life Cycle
- Process Re-engineering
- Change Management

Business Acumen



AREAS OF CRITICAL IMPACT

Strategic Planning:

Supervised business planning and analysis for assessing revenue potential in opportunities. Formulated long/short term strategic plans, budgets to enhance sales, conducted negotiations & marketing operations thereby achieving increased sales and growth across region. Identified new streams for revenue growth from existing customer base and efficiently managed customer retentions. Planned & implemented strategies to increase the sales and installation growth.

P&L Responsibility:

Holds a consistent record of delivering results in growth, revenue, operational performance and profitability. Established corporate goals, short term and long-term budgets and developed business plan for achieving the profits. Set up and headed operations with key focus on bottom line profitability by ensuring optimal utilization of available resources.

Business Development:

Effectively analyzed business potential, conceptualized & executed sales and pricing strategies to drive sales, augment turnover and achieve desired targets. Monitored competitor activities and devised effective counter measures. Identified, qualified and pursued business opportunities through market surveys and mapped as per targeted plans as well as through lead generation. Developed and implemented strategic Business Development Solutions, trained product teams to stay focused on these plans and build relationships with potential customers for developing leads, sales & cross-selling of key products.

Sales & Marketing:

Developed and implemented Marketing Plans with focus on planning for product launch in coordination with the Production team while overseeing other promotional activities. Efficiently implemented pre and post marketing activities for successful launch of new products. Successfully organized Sales promotional activities such as stockists / dealers meet, campaigns, & customer loyalty programmes as part of brand building to expand market reach. Handling collections and bad debts. Efficiently managed annual budget, sales, sales operations for over 500 products across 24 countries.

New Market Development:

Identified new market segments thereby tapping profitable business opportunities. Evolved market segmentation & penetration strategies to achieve product wise targets. Recognized by company executives for driving cross functional engagement initiatives to enhance and grow the business.

Market Expansion:

Fostered growth of company's existing business units via formulation of strategies, strategic partnerships and product / solution development plans in line with business goals. Established and grew a differentiated, high-value business in new markets. Aligned with Sales and Operations department to ensure accurate analysis, proposal and execution of strategic growth plans. Provided business & market intelligence briefings and recommendations to the senior executive staff.

Business Efficiency:

Consistent record of delivering results in growth, revenue, operational performance and profitability. Proficient in developing good working relationships with employees and other stakeholders for increasing business efficiency and securing higher profitability.

Channel Management:

Enabled business growth by developing and managing a network of distributors & dealers across assigned territories. Successfully commissioned & launched new centers as per company standards, monitored day-to-day Operations and activities. Successfully developed & formulated channel strategies, loyalty and retention initiatives to grow channel business. Accredited for rolling out competitive schemes and rewards amongst the channel partners and team members for growing business.

Key Account Management:

Interfaced with individuals / customers for ascertaining requirements, making presentations and delivering need-based product solutions. Ensured speedy resolution of queries & grievances to maximize client / customer satisfaction levels. Maintained excellent relations with clients / customers to generate avenues for further business. Ensured maximum customer satisfaction by achieving performance parameters, delivery & quality norms. Successfully managed large National accounts and implemented competent strategies for boosting the business to meet pre-determined business objectives and targets.

Team Management:

Managed the gamut of tasks including manpower planning, recruitment, induction and training of Sales teams i.e. both in-house and at channel partners' end. Involved in leading, training & monitoring the performance of team members to ensure efficiency in sales operations and meeting of targets. Led the Sales team for generating business and achieved consistent profitability norms. Ensured regular training sessions for Partner Sales Executives for honing the selling skills, hence increasing their profitability.

Work Experience

MSN Laboratories Private Limited | Director: Sales & Marketing – Africa & SE Asia

Pain, Anti -Hypertensive, Anti - Diabetics, Anti - Hyperlipidemics, Anti - Coagulants, Anti - Cancer, MS, Others

Operating countries: Kenya, Tanzania, Uganda, Sudan, Ethiopia, Rwanda, Burundi, Zambia, Malawi, Zimbabwe, Namibia, Botswana, Mauritius, Madagascar, Angola, Mozambique, DRC, Congo - Braza, Nigeria, Ghana, IVC, Senegal, Cameroon, Mali, Benin & Burkina Faso Philippines, Sri Lanka, Cambodia, Vietnam, Taiwan, Myanmar & Singapore.

Team Size: 400

Turn Over: \$20 Million USD

Brands: Pregabalin, Rosuvastatin and Telmisartan contribute 60% of the current Business

Initiated: Orthopedics, Neurologists, Cardiologists and Diabetologists

Significant Contributions

As the Head of African regions created a significant impact in terms of market expansion, lineage of product introductions and overall revenue enhancement. Turned the business from zero to USD 15 Mn turnover business units, channelized 3 brands into the market and registered 500 products across 24 countries, currently working on paving the way for the registration of another 200+ products.

Micro Labs Limited | Vice President - Sales & Marketing

Brands Built: Rabiros and Cefglobe - 10 Cr brand each.

Therapy: Pain and GI

Team Size: 264

Turn Over: 50 Cr

Significant Contributions

Recorded significant change in revenue, ensuring an INR 3.25Cr turnover in 2013 as against INR 1.75Cr in 2011. Specialty development program initiated for Orthos.

Samarth Lifesciences | Vice President – Sales & Marketing for 2 Marketing Divisions - Ancard and Samgen

Brands Built: POLY-B, LOBET, MUCOMIX, UROTONE, TERLISTAT, ADRENOR

Therapy: Critical Care

Team Size: 412

Turn Over: 100 Cr

Significant Contributions

Initiated Divisionalization for more focus as per the market trends, aiding in raising Samarth to 128th rank as against the 150th rank it initially had. Initiated various unique campaigns for specialty development program for core specialties like Intensivists, Cardiologists, Anesthetists, Gastroenterologists and CVTS.

Alkem Labs Limited | Vice President - Sales & Marketing

Therapy: Multispeciality

Team Size: 607

Turn Over: 100 Cr

Significant Contributions

Responsible for Launching multiple brands and pivoting market penetration and increasing company growth. Developed “Metro Markets” strategy to increase market performance of “Swich, Ferofast, Amitax, Alprovit Sy / Alprovit –D, Taxitorin and Zaxtro”. Liaised with Pediatricians and Chest Physicians during promotional campaigns, gaining trust and credibility.

Credit of playing a critical role in the launch of:

- Swich, a strong 18 crores brand, ensuring a growth of 20%.
- Swich-XP, a strong 10 Cr brand in the first year itself.
- Clavpod, a major new launch. 6 Cr brand in the first year.

Glenmark Pharmaceuticals Limited | Business Head (Last Held Position)

Therapy: Multispeciality

Team Size: 305

Turn Over: 100 Cr

- Ensured major turn-around in Ascoril (The Main Brand of the Co.)
- Played a key role in reducing the attrition among all divisions of Glenmark.
- Successfully developed controls and systems to bring change in product and people.
- Pediatricians and Physicians were nurtured to take the Brand forward.

Academic Qualifications

B. Ed. from Utkal University, Bhubaneswar, 1991

B.Sc. (Maths) from Utkal University, Bhubaneswar, 1990