

# CHETAN SURYAKANT DESAI

SALES & MARKETING~ BUSINESS DEVELOPMENT ~ KEY ACCOUNT MANAGEMENT

Proficiency in formulating, developing and implementing business strategies to ensure revenue goals and profitable sell-through with over 3 decades of expertise

Location: Mumbai

+91 9920514340

chetansdesai01@gmail.com

## KEY SKILLS

Sales & Marketing

Business Vision & Modelling

P&L Management

Go-To-Market Strategy

Business Strategy & Execution

Ayurveda & Herbaceutical Sales

B2B Sales

Strategic Alliances & Partnerships

Market / Consumer Research

Training & Development

Team Building & Leadership



## PROFILE SUMMARY

- Enterprising & Trustworthy Leader, with **analytical bent of mind** and proven track record of stamping success in uncertainties & challenges
- Known for **augmenting growth, generating new business and devising & executing business plans** by leveraging comprehensive understanding of the dynamics of the industry
- Team-based management style coupled with the zeal to drive visions into reality; an effective leader with excellent motivational skills to sustain growth momentum while motivating peak performances**
- Excellent track record of **launching businesses from scratch, restructuring organizations and transforming non-performing BUS into top-performers**
- Fostered the launch of the new Herbal Extracts with different marketing strategies
- P&L Driver & Revenue Accelerator:** Spearheaded the operations for the organization, employed a pragmatic approach and catapulted the profits
- Undertook situation analysis** to create a **strategic plan** that involved redesigning brand communications; restructuring of the portfolio (to enhance consumption by the target segment)
- Performed sales forecasting** and competitive analysis to determine accurate performance levels and need for growth into current and additional vertical markets and product categories
- Networked with key customers for securing customer loyalty; forged strong relationships to develop advocates/Key Opinion Leaders (KOLs) and communicate key messages to the medical community

## CAREER TIMELINE

Feb'05  
-Jul'07



Mar'09-  
Dec'10

Nutraceutical &  
Ayurvedic  
Companies: Sales  
& Marketing  
Consultant

Apr'13  
- Oct'18



Jan'08-  
Feb'09



Jan'10 -  
Mar'13



## SOFT SKILLS



## WORK EXPERIENCE

### Notable Achievements Across the Career

#### Nutraceutical & Ayurvedic Companies:

Monitored the Budgetary and Cost Control measures & the Development of Reporting System

**Herb Pharmaceuticals:** Managed the marketing operations for Ethical & OTC medicines of Ayurvedic and Allopathic Division of Cadila Healthcare Ltd (Zydus Rejuven Div.)

#### Cadila

##### Laboratories

**Ltd:** Recognized with the Best Manager Award of the year for the consistent performance

#### Solumiks

##### Herbaceuticals

**Ltd.:** Conducted CME's of Doctors for brand and image building

**Apr'13 - Oct'18 with NJP Healthcare Private Limited (Formerly a part of Zandu Pharmaceuticals Limited / Emami Group) as Vice President Sales, Herbal Division & Consumer Division**

#### Key Result Areas:

- Managed the recruitment of marketing network & the development of reporting system
- Analyzed market trends & competitor's moves for achieving market share metrics by conducting competitor's analysis
- Managed B2B Sales of Herbaceutical extracts
- Led cross-functional organizational planning activities to move forward the vision, strategic and operational plans
- Administered business operations for the profit centre with a view to realize pre-planning sales and revenue targets; formulating profit centre budget for operational / business development activities
- Rendered sustained services for high ROI, increasing retention level by achieving quality norms and resolving their issues to attain high customer satisfaction
- Ensured the successful accomplishment of preset business targets in face of growing competition; identified the prospective clients, generated business from new accounts and developed them to achieve profitability
- Conceptualized & implemented strategies for acquiring business from govt. & key accounts, utilized potential of existing & new accounts and steered the business opportunities with channel partners
- Revamped processes to create an effective sales organization; identified changes in market demand and modified annual business plan & strategies for expansion of market share
- Ensured that all sales representative activities are in accordance with the guidelines of the company
- Used interactive and motivational leadership for motivating team members to willingly give excellent results by directing productive cross-functional teams
- Increased revenue through sales to large accounts to gain market share through key account initiatives and retaining existing accounts

**Jan'10 - Mar'13 with Sandu Pharmaceuticals Pvt. Ltd. as Head of Sales OTC & Ethical Division**

#### Highlights:

- Achieved business goals of the company and aimed towards growth in business volumes as well as profitability by conceptualizing strategies across various stages in the organization
- Conducted class-room and on-job training for field members
- Managed the sales & marketing of OTC & ethical division, budgetary control and introduced cost control measures
- Conceived strategies to improve the growth in volume and profits
- Conducted the training of field staff for better performance
- Monitored the spa & wellness business on an all India basis

**Mar'09-Dec'10 with Nutraceutical & Ayurvedic Companies as Sales & Marketing Consultant - Small / Medium size**

#### Highlights:


- Fostered the development of the team
- Monitored the front-end operation from conceptualization to launch

## ACADEMIC DETAILS

1983: B.Com. from University of Mumbai

## PERSONAL DETAILS

 **Date of Birth:** 22<sup>nd</sup> April 1963

 **Address:** A-703, Shree Satya Shankar Residency, Tiku Ji Ni Wadi Road, Manpada, Thane (West)-400610, Maharashtra

 **Languages Known:** English, Hindi, Marathi & Gujarati




## FREELANCING EXPERIENCE

Since Oct'18 as Sales & Marketing Consultant

## PREVIOUS EXPERIENCE





**Jan'08-Feb'09 with Solumiks Herbaceuticals Ltd. (Shree Dhootpapeshwar Group) as General Manager – Marketing & Sales (SBU Head)**

### Highlights:

-  Managed the marketing & sales in India and Nepal with a team of 150 Sales Officers and 30 Managers
-  Strengthened field staff by working closely with them at grass-root level to improve the productivity
-  Launched new products

**Feb'05-Jul'07 with Cadila Pharmaceuticals Ltd., as Deputy General Manager – Sales & Marketing OTC & Ethical Division**

### Highlights:

-  Supervised the entire sales & marketing operations for herbal division at national level
-  Conducted training programs for enhancing the skills of the salesperson
-  Implemented strategies to improve the growth in volume and contribute in profitability
-  Monitored budgetary control and introduced cost control measures

**Nov'95-Jan'05 with Herb Pharmaceuticals as Managing Partner**

### Highlights:

-  Successfully managed the marketing operations across Pan India
-  Monitored sales of the company's products within the defined geographical area, province and country (monitored India operation from Mumbai office)
-  Ensured consistent profitable growth in sales revenues through well-defined plans
-  Identified objectives, strategies and action plan for improving the long-term sales and earnings

**Apr'95-Oct'95 with PepsiCo. India Ltd., as Assistance Sales Manager**

### Highlights:

-  Managed the launch of Pepsi across Gujarat and Delhi

**Jun'90-May'95 with Cadila Laboratories Ltd. – Cosmetic Division as Area Sales Manager/ Deputy Sales Manager**

**Jan'86-May'90 with Hindustan Lever Ltd., as Territory Sales In-charge / Sales Officer**