

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

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Solution Schetansdesai01@gmail.com



Sales & Marketing

Business Vision & Modelling

P&L Management

Go-To-Market Strategy

Business Strategy & Execution

Ayurveda & Herbaceautical 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

A CAREER TIMELINE







Nutraceutical & Ayurvedic **Companies: Sales** & Marketing Consultant

























Mwork experience

Notable Achievements Across the Career



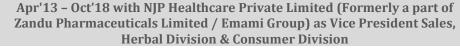
Manager Award Nutraceutical of the year for ∃ & Ayurvedic the consistent Companies: performance



Solumiks CME's of Doctors for brand and



Herbaceuticals Ltd.: Conducted image building



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 Herbaceautical 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



Monitored the

Budgetary and

measures & the

Development of

Reporting

System

Cost

Control

the marketing operations for Ethical & OTC medicines of Ayurvedic and Allopathic Division of Cadila Healthcare Ltd (Zydus Rejuven

Div.)





ACADEMIC DETAILS

1983: B.Com. from University of Mumbai

PERSONAL DETAILS

- **Date of Birth**: 22nd April 1963
- Address: A-703, Shree Satya Shankar Residency, Tiku Ji Ni Wadi Road, Manpada, Thane (West)-400610, Maharashtra



Since Oct'18 as Sales & Marketing Consultant



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

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