

GOPAL CHAKRABORTY
65/3, Dr. Nilmoni Sarkar Street
Kolkata-700090 Mob:
+917044072602
Whatsapp: 9433772602
Email:g.chakraborty73@gmail.com



**Sales and Marketing Professional with proven skills in market Development
And Business Growth.**

I have fairly learnt the mechanism of performance driven sales & Marketing having strong inclination towards successful Team management. I had been deeply involved for successful management of process and implementation in sales & Marketing for more than 25 years,my experience of extensive field work and habit of developing winning team made me believe that only visionary, courageous, effective leadership, hardworking and honest people are capable to drive a successful startup to turn into a great enterprise.

- Extensive Sales Background with in depth understanding of Sales &Operations
- Consistently delivered sustained business and revenue growth in channel Sales and key account management
- Process an integrated set of competencies that encompass areas related to business development

Experience

ZENNOVA PHARMACEUTICALS

Sales Manager (April 2019-present)

***Assists senior /Executive Sales Management in development of formal Business Plans; Participates in business review meetings with executive Management**

- Develop geographic, account and retail development plans that reflect Distribution development and sales strategies and provide analysis based On defined KPIs
- Follow and make recommendations to improve Sales and sales support Processes in order to improve performance and Team effectiveness
- Manage and provide leadership including Training, work assignments & Performance evaluations
- Mentor, manage and motivate team account managers and provide Guidance on day to day account management activities
- Recognize and reward extraordinary performance , develop performance Improvement plans for under-performing employees
- Work with client solutions, and or market development to develop and deliver custom solutions that provide and deliver ROI to customers
- Monitor Implementation of marketing initiatives through maintaining a link between the sales and marketing teams and evaluate effectiveness /impact of the marketing initiatives.
- Provide constant input to the marketing team to ensure appropriate customization of marketing initiatives.
- Ensuring Fields coverage plan, sales and prescriptions, Reporting plan, Sales incentive plan. Monitor sales activity through tracking of sales MIS, formulate rolling sales plans to ensure achievement of monthly, quarterly and annual sales targets.
- Establish and develop relationships with key customers by securing customer loyalty and foregoing strong relationship in order to develop advocates to communicate key messages to the medical fraternity.
- Responsible for Business development and marketing strategy implementation across the regions.
- Ongoing assessment of subordinates and timely corrective actions, review, Training & appraisal.
- Proposing and implementing strategies to increase market size and penetration for all business segments.

SOL Pharmaceuticals (September 2015- March 2019) As

Regional Manager

Noteworthy Accomplishments:

- Coached & develop team members to achieve team & organizational goals
- Organised different programs with Physician, Cardiologists, General Physician
- Developing market intelligence and tracking the competitors.

Alkem Laboratories limited(May 2014—August 2015) As Regional Manager

Noteworthy Accomplishments:

- Planning and Executing Business plans for the region of West Bengal, entire Odisha
- Identifying and developing te prospect base and nurturing te client Relationship.
- Developing market intelligence and tracking the competitors.
- Organized different programs for Neurologist, Neuro-surgeons, Physicians

USV LIMITED (April 2012-April 2014)

Noteworthy Accomplishments:

- Took initiatives on innovative customer contract programmes to get the best deals in the market
- Ensured expected sales performance through newly launched and other neurology and general brands
- Coached & develop team members to achieve team & organizational goals
- 120% YTD & won The Best AREA MANAGER award
- Launched products like VIBRANIA, CENSPRAM, SEIZFREE
- First time in Eastern Region Organized “Discussions On Medico-Legal Series”
- Handled a Team of 20(twenty) prople
- Covered segments Neurology, Psychiatry, Physians, cardiology Ent.Partner with the Regional Manager to provide vision and leadership that result in exceptional performance of the Area’s team members and business.
- Develop and manage strategies to achieve stated goals.

MICRO LABS LIMITED

AREA SALES MANAGER (October 1996---March 2012)

Noteworthy Accomplishments

- Worked Cardio Division (Carsyon) 1996-1999
- Launched CNS division (SYNAPSE) in KOLKATA April 1999
- Joined as PSR and Graduated to AREA BUSINESS MANAGER in April 2005
- Credited with following Performance awards including 3 excellence Awards in arrow during employment with organization
 - a)** Highest % product achievement award for the year 2005-2006
 - b)** Special recognition awards for KOL management
 - c)** Three products (OLAN, RISPOND PLUS, PETRIL) crossed National YPM.
- Create demand at the end user level, analyze end user area sales monthly and propose market share development plans to management plans of Field Sales Managers
- Review and analyze customer prescriptions/product sales and establish improvement plan to develop subordinates.

SKILLS

- **Team Player with Leadership skill**
- **Good Communication & Interpersonal Skill**
- **Customer development & Business Growth**
- **People management and negotiating with clients**
- **Marketing and sales planning**
- **Market research**
- **Business analysis**
- **Brand Building**
- **Marketing and Sales Strategy**
- **Product placement and Distribution management**
- **Master Data Management**
- **Hiring and recruiting**

EDUCATIONAL QUALIFICATION:

Graduate from Calcutta University 1994

Diploma in Computer application (Tulec) (1995)

Diploma in Export management (1996)

**Diploma in French language (1997) from Allaince Fraince, Kolkata
Master Of Business Administration(MBA) From IISWBM (2001)**