

Udit Chakraborty

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BUSINESS & ADMINISTRATIVE HEAD

EXECUTIVE SUMMARY

A result oriented Senior Sales & Administration professional with over 20 years of robust experience in diverse areas encompassing business development, network/channel development & management, revenue growth, P & L management, event management and sales & marketing & Administration.

- Proficient in managing business operations with creative planning and strategic inputs to maximize footfalls and realize desired growth and profitability objectives.
- A consistent performer having successful track record of making visible contribution to raise productivity with deft application of Marketing Operations.
- Adept at executing business plans, align business activities to the vision & strategy of the organization, improve internal & external communications.
- Proven ability to meet corporate, individual and departmental service standards coupled with occupational help, safety and environmental responsibility standards.
- Anticipating & capitalizing on market trends, identifying profit potential, creating value, & positioning the company's products & services to maximize market share.

EXPERTISE

Sales & Marketing
Channel Development
Administration
Strategic Planning
Product Launch
Startup & Turnaround
Corporate Sales
Pharmaceutical Products
P & L / ROI
Profit Centre Operations
Distribution Management
Training & Development
Market Research

PROFESSIONAL EXPERIENCE

CODOMOTIVE SOFTWARE SOLUTIONS PVT.LTD. BUSINESS & ADMINISTRATIVE HEAD

AUG 2018 -CONT.

- Planning and conceptualizing various strategies to achieve business goals for business development and aiming towards the growth in business volumes as well as profitability.
- Identifying potential markets and establishing Channel Partners while implementing the business strategies and enrich the micro level in districts.
- Formulating the Marketing strategies, ensuring an enriched customer portfolio.
- Devising and negotiating contractual agreements and managing going contracts for the smooth working of the organization while effectively forecasting the sales.
- Planning and conceptualizing various strategies to achieve business goals for business development and aiming towards the growth in business volumes as well as profitability.
- Identifying potential markets and establishing Channel Partners while implementing entire IT development processes across the territory and performing Market research of Software in the territory.
- Formulating the Marketing strategies, ensuring an enriched customer portfolio to build differentiation for the brand.
- Devising and negotiating contractual agreements and managing going contracts for the smooth working of the organization while effectively forecasting the sales of various products of the organization.
- Responsible for recruitment, employee retention, employee welfare, salary increment, counseling employees, preparing offer/appointment and various other letters and issue them to employees.
- Sales Training to employee, Channel Partner.
- Looking entire Administrative Part.
- Taking care of recruitment process.

A B UDYOG**JAN 2016-AUG 2018****Sr.BUSINESS DEVELOPMENT MANAGER**

- Planning and conceptualizing various strategies to achieve business goals for business development and aiming towards the growth in business volumes as well as profitability.
- Identifying potential markets and establishing distributors while implementing supply chain development processes across the territory.
- Formulating the Marketing strategies, ensuring an enriched customer portfolio.
- Devising and negotiating contractual agreements and managing going contracts for the smooth working of the organization while effectively forecasting the sales.
- Planning and conceptualizing various strategies to achieve business goals for business development and aiming towards the growth in business volumes as well as profitability.
- Formulating the Marketing strategies, ensuring an enriched customer portfolio to build differentiation for the brand.
- Devising and negotiating contractual agreements and managing going contracts for the smooth working of the organization while effectively forecasting the sales of various products of the organization.
- Responsible for recruitment, employee retention, employee welfare, salary increment, counseling employees, preparing offer/appointment and various other letters and issue them to employees.
- Training to employees.

MENDINE PHARMACEUTICALS PVT LTD**AUG 2010-DEC 2016****Manager Administration & Sales (Business Development Manager)**

- Managing a team of 3 Regional Sales Manager & 9 Area Sales Managers for developing the business network for the organization ensuring enhanced visibility of the products across West Bengal, North East, Jharkhand, Bihar, & UP.
- Planning and conceptualizing various strategies to achieve business goals for business development and aiming towards the growth in business volumes as well as profitability.
- Identifying potential markets and establishing distributors while implementing supply chain development processes across the territory and performing Market research of Biotech products in the territory.
- Formulating the Marketing strategies, ensuring an enriched customer portfolio to build differentiation for the brand.
- Devising and negotiating contractual agreements and managing going contracts for the smooth working of the organization while effectively forecasting the sales of various products of the organization.
- Building and strengthening relationships with key accounts, medical fraternity, thereby ensuring high customer satisfaction by providing them with complete product support.
- Responsible for recruitment, employee retention, employee welfare, salary increment, counseling employees, preparing offer/appointment and various other letters and issue them to employees. Training to Sales Representatives Team and Area Sales Manager and other department people.
- Key Achievements:
 - Contributed highest rupee value achievements on Pan India in year 2011 and 2012.
 - Instrumental in developing the 12 new areas and successfully managed recruitment of the 3RSMs and 4 ASMs
 - Established 4 new Brand entire the Zone.
 - Achieved 36% Value Growth in overall business across the region.
 - Received highest H.R. ratings in recognition of excellence in sales & system administration.

GT GROUP OF INDUSTRY**NOV 2007 – JULY 2010****Business Development Manager**

- Provided assistance to channel partners by conducting training programs ensuring seamless delivery products services in the market.
- Recruited, trained & monitored the performances of team members to ensure efficiency in sales operations and meeting of individual & group targets.
- Prepared daily reports and other administrative records according to laid down procedures, policies and regulatory requirements on a regular basis for the smooth functioning.
- Managed the entire spectrum of activities across providing facilities support to all the channel and employees while efficiently arranged and organized events including Seminars, Workshops, Talent Hunt Programs and new Marketing Plan.

- Key Achievements:
 - Successfully handled 14 Channel Partners.
 - Established 10 new channel partners and managed UP & Uttarakhand.

BENGAL CHEMICALS & PHARMACEUTICALS LTD (A Govt. of India Enterprise)

APR 2006- NOV 2007

Area Sales Manager

- Played a key role in promoting products to consultant physicians & institutions and instrumentally developed new and existing network / channels to enhance market penetration and coverage in the territories assigned.
- Planned & conceptualized various strategies to achieve business goals of the business across the region, aimed towards the growth in business volumes as well as profitability as per the need and resources available.
- Identified, analyzed & marketed new products and evaluated business & its full potential, using marketing, sales, and information. management & customer service

SUN PHARMACEUTICALS LTD

MAY 1999 – APR 2006

Area Sales Manager, Apr 2005 – Apr 2006;

Territory Sales Executive, Apr 2001 – Apr 2005

Sales Officer May 1999 – Apr 2001

- Achieved the top-line and bottom-line targets within the prescribed budgets while made decisions on Product-Mix, Pricing, and Promotion, etc. and developed Sales & Marketing Strategies.
- Developed communication, enhanced trade recommendations, service level adherence & expansion. Implemented Dashboards for the Business Unit with monthly follow up and drafted appropriate action plane.
- Played a key role in promoting Neuropsychiatric Products among top consultant physicians & institutions.
- Conducted CMEs with the help of key opinion leaders and organized PDP, Symposium, Awareness Program and Conferences
- Key Achievements:
 - Appreciated with Employee of the Quarter award for achieving excellence in sales & promotion twice.
 - Received “The Trophy of Excellence” in consecutive 3 yrs (2000, 01, & 02) in recognition of outstanding sales performances. Achieved top ranking of 1 to 5 for major 5 Products across India.
 - Received highest H.R. ratings in recognitions of excellence in sales & system administration.
 - Recognized as a highest contributor of DISTACLOR (SOLIDS & LIQUIDS) in Calcutta business unit.
 - Instrumental in developing new territory from start up including Gorakhpur, Jaunpur, Mirzapur and Eastern UP.
 - Recognized for earning Highest Incentives on Pan India level across branches.
 - Achieved fifth highest PMPM as Pan India Territory wise Ranking.

EDUCATION

- **Post Graduate Diploma in Management (Marketing)**, United Institute of Management & Technology, 1998.
- **M.Sc. (Mathematics)**, Purvanchal University 1995.
- **B. Sc (Mathematics, Physics, Chemistry)**, Purvanchal University, 1993.

Date of Birth: 30th Dec 1973.

Languages known: English, Hindi and Bengali.

Nationality: Indian.

References: Available on Request.

Thanking You

Yours faithfully

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(Udit Chakraborty)