

ASHUTOSH PAREEK

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Summary

I am enriched with 12 years of pharmaceutical sales field experience. During this tenure, I have provided my skilled services to organizations like Biocon Biologics and GlaxoSmithKline Ltd in the roles of Executive and Area sales manager. Currently, I have my own distribution business where I am taking care of Sales, Marketing, and Distribution at my Agency 'Savlux Distributors'.

Experience

Sales, Marketing and Distribution Manager

03/2023 to till date

Savlux Distributors, Surat

- Sales and Marketing strategist, and Executive
- SAP and ERP experience in the distribution channel
- Self Monitoring, Initiation and Market research

Business Development Manager

04/2018 to 02/2023

Biocon Biologics Limited

- Set and monitor sales targets, improving lead conversion and customer retention.
- Managed inventory planning and forecasting to ensure optimal stock levels and product availability.
- Utilized CRM and analytics to track performance and adjust strategies for maximum impact.
- Collaborated across sales, marketing, and logistics teams to streamline operations and achieve targets.

Area Sales Manager

11/2016 to 03/2018

Akumentis Healthcare Pvt Ltd.

- Driving sales team for Target achievements and Marketing strategy implementation
- Grooming of team and professional skills development
- Aligning all the channel partners including Distributors, Chemists, supply chain

Medical Communication Executive

06/2013 to 11/2016

GlaxoSmithKline Limited

- Meeting doctors, promoting the Product portfolio, and sharing updates in the Medical sector
- implementation of Marketing strategies on the ground level to achieve sales targets
- Sales plan, forecast, and sales progression on a weekly, Fortnightly, and Monthly basis

Skills

Sales growth and management
Marketing Strategy Designing
Monitoring & Analytics
Retail and Key account management

Distribution channel management
SAP/ERP knowledge
Cross-functional & Leadership
Customer satisfaction

Education

Bachelor of Pharmacy

2013

Rajiv Gandhi University of Health Sciences

Bangaluru (Karnataka)

Languages

English (Advanced)

Hindi (Native)

Gujarati (Intermediate)