



Praveen Kumar

Sale Force Effectiveness Manager

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Bangalore, Bangalore, India

A result oriented professional, with a rich experience of 11+ years in Pharmaceutical Industry primarily in Data analytics in the areas of Sales Force Excellence, Sales Force Automation, Sales & Marketing, Channel Management, Channel Loyalty Program and Business Development for driving organizational profitability.

WORK EXPERIENCE

Sales Effectiveness Manager Novonordisk India Pvt Ltd.

08/2017 – Present

Bangalore

Achievements/Tasks

- Handling a sale of 700+ Cr. to drive Sales Force Effectiveness across teams to achieve operational/business excellence
- Converting Data into actionable insights by providing dashboards to the management and sales staff there by increasing secondary sales by 10%
- Provide critical Sales & Data Analytics, Market Analysis aimed at improving business outcomes
- Sales Projection & Forecasting - preparing business estimates, prediction analysis - aligning with organizational objectives
- To prepare reports that interpret customer behaviour, market opportunities, marketing results and investment plan for the zone
- Driving Account Plan, Customer targeting, KOL, KAM Strategy Mapping to have robust field force MSL
- Providing Primary, Secondary, Inventory analysis to identify business opportunities
- Creating new projects, campaigns to achieve strategic goals

Assistant Manager - Commercial Excellence & Strategy Dr Reddys Laboratories Ltd.

06/2014 – 07/2017

Achievements/Tasks

- Handled a sale of 300+ Cr. spread across 7 divisions to drive Channel loyalty program at all India level: focus to expedite retail uptake for key brands
- Driven Retail analytics, activation trends and shared insightful reports to the management
- Headed the Channel Loyalty Project which lead to the increase in Channel sales contribution from 17 Cr. to 116 Cr. in a span of 3 years
- On boarded 43000+ retailers into the program of which 45% were active partners
- Initiated and managed CRM Activities, Loyalty Campaigns, MIS & Vendor management for all Divisions

SKILLS

Analytics Marketing Project Management
Retail Analytics Channel Management
Sales Force Automation Sales and Data analysis
Advanced Excel Sales Support Strategy

EDUCATION

M Sc Organic Chemistry Osmania University, Hyderabad

06/2007 – 07/2009

B Sc Life Sciences Osmania University, Hyderabad

03/2003 – 05/2006

ORGANIZATIONS

Novo Nordisk India Pvt Ltd (08/2017 – Present)
Sales Effectiveness Manager

Dr.Reddys Laboratories Ltd. (06/2014 – 07/2017)
Assistant Manager - Commercial Excellence & Strategy

Abbott Truecare Pharma Pvt Ltd (06/2010 – 06/2014)
Sr. Executive - Sales Force Effectiveness

Zoom Developers Pvt Ltd. (04/2009 – 05/2010)
Executive - Admin & Technical Support

Sapco Laboratories Ltd (04/2006 – 07/2007)
Medical Representative

LANGUAGES

English Native or Bilingual Proficiency
Hindi Native or Bilingual Proficiency
Telugu Native or Bilingual Proficiency
Tamil Professional Working Proficiency