



# YESHA GAUTAM

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B.Pharm, MBA (Marketing) with 6 years of experience in Pharmaceutical industry, 2 years into Sales & 4 years into Product Management.

## CAREER OBJECTIVE

*Focused, goal-oriented professional, targeting assignments in healthcare sector in an organization of repute where I can utilize my skills for business management & expand my competencies as well.*

## CORE COMPETENCIES

### Pharmaceutical Product Management

- *Planning Strategic Roadmap*

*Market Research*

*Market Analysis*

*Product Launch*

*Campaign Planning & Execution*

### Internal Stakeholder Management

- *Medical Team*
- *IT Team*
- *Procurement Team*
- *Finance Team*
- *Designing Team*
- *Training Team*
- *Distribution Team*

### External Stakeholder Management

- *Customers (Doctors)*
- *Patients*
- *Stockiest/Distributors*
- *Pharmacies/Chemists*

*Team Management*

- *Field Force*

## WORK EXPERIENCE

### PANACEA BIOTEC PHARMA LTD.

(APRIL'2020-JUNE'22)

ASSISTANT BRAND MANAGER – ONCOLOGY SEGMENT

#### Team:

- Worked as a part of a 3-membered Head Office Team, reported directly to Business Unit Head.
- Field force staff consists of 15 members in major metro cities.

#### Portfolio:

- Handled basket of 4 products in Solid Tumor & Hematology portfolio.
- Launched Sunitinib which got off patent in March'2021.

#### Roles & Responsibilities:

- Initially, worked as acting RSM for Kolkata Region for 3 months to get understanding about Oncology market.
- Responsible for preparing Brand plans & Campaign execution plans for a portfolio of 70 Lacs. Started with reviving old brands which are currently growing at a rate of 115%.
- Creating customer connect through field work & digital customer engagement activities such as "DigiAct", Webinars, Cancer Awareness Programs through Facebook Live, Digital Conferences, Digital Posters and Online Advisory boards with KOLs in Covid-19 era.
- Created strong digital Patient Assistance Program on Panacea Biotech's Best-On-Health Platform.

## ACADEMIC DETAILS

- **MBA in Marketing & IT (ICFAI Business School, Hyderabad) 2014-2016.**  
Secured CGPA of 7.11
- **B. Pharm (MLS University, Udaipur-Public University, Rajasthan) 2009-2013.**  
Secured 66.4%
- **HSC (St. Gregorios Sr. Sec. School, Udaipur – CBSE board) 2009**  
Secured 81.2%
- **SSC (St. Gregorios Sr. Sec. School, Udaipur – CBSE board) 2007**  
Secured 81.6%

## ZUVENTUS HEALTHCARE LTD.

(MARCH'2019 – APRIL'2020)

SENIOR PRODUCT EXECUTIVE – LIFESTYLE DIVISION

(CARDIO-DIABETIC)

### Team:

Worked as a part of a 7-membered Head Office team having a field force of 250 members.

### Roles & Responsibilities:

Handled two products & launched another post 3 months of joining in Cardiac segment.

- Analyzing internal & external data.
- Creating tactics & touch-points for customer promotion for designated products assuring brand recall.
- Follow-up with field force for proper execution.
- Field working for collecting feedbacks for improvisation on the brand recall activities.

## TORRENT PHARMACEUTICALS LTD.

(JULY'2018 – MARCH'2019)

PRODUCT EXECUTIVE – VITUS DIVISION

(PAIN MANAGEMENT)

### Team:

Joined as a fresher in marketing in Pain Management segment. I was a part of a 5-membered team with a field force of 215 people.

### Roles & Responsibilities:

- Learned basics about pharmaceutical brand management.
- Majorly worked on scientific communication designing, data management & analysis.
- Did extensive field work PAN India to get ground-level understanding region-wise.
- Single-handedly took care of the division's operations in stipulated time-frame.

## ABBOTT HEALTHCARE LTD.

(JULY'2016 – JULY'2018)

SALES MANAGEMENT TRAINEE – CARDIAC DIVISION

### Team:

Joined as a fresher in Pharmaceutical Industry, performing sales stint, handling Central Mumbai as a pool territory with 2 more members in Cardio-diabetic division.

### Roles & Responsibilities:

- Visiting customers according to the framed brand matrix maintaining the coverage & compliance, promoting the complete product basket.

## PERSONAL INFORMATION:

**Date of Birth:** 9<sup>th</sup> March, 1991

**Marital status:** Married

**Linguistic abilities:** English, Hindi and Marwari

**Address:** E-1103, Rajendra Nagar, Bareilly (U.P) - 243122

- Major responsibility was to create robust brand recall, engage customers in marketing activities increasing the business of the territory to achieve targets maintaining the work hygiene.
- Cleared the SMT LEAP program & became eligible for promotion as an Area Business Manager.

## INTERNSHIP – ZEE MEDIA CORPORATION LTD. (MARCH'15-MAY'15)

**Title:**

Modern Media Tools – Role of Branded Content

**Duration:**

3 months

- The objective of the project was to learn B2B sales undertaken by Zee Media's Branded Content Team by getting sponsorships from big brands for television series and shows as well as selling customized content to the clients for branding and business generation.
- Experienced live B2B sales through lead generation, pitching, negotiations, follow ups and deal closing.
- Worked on market intelligence and competition tracking of other channels. Managing ground events was helpful to learn team and time management.

## CERTIFICATIONS

- 'The Fundamentals of Digital Marketing'- Google

## EXTRACURRICULAR ACTIVITIES

- Passionate about dance, especially Indian & Indian contemporary dance forms. Have done around 120 on-stage live performances since childhood & won many awards.
- Winner of Governor award, Bharat Scouts and guides, UDR/2003-04/25, 2004
- Was awarded Miss Fresher, 2014 during my MBA in ICFAI University Hyderabad.
- Have been active in collaborating with vendors such as Dominos, Subway and local food vendors during various college fests.

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