Curriculum Vitae

- **Objective :** ***To obtain position in international business division in a company committed to developing products that improve the quality of life of people***

- **Personal Information :**

Name : Sanjay Jairam Prabhu

Date of Birth : 14th December 1985

Address : B-1/101, Misquitta nagar, C.S.Road, Dahisar(E), Mumbai-400068

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- **Educational Details :**

Particulars	Institution	University	Year of Passing	Division
PGDM – Pharmaceuticals	Bombay college of Pharmacy, Kalina	Indian Pharmaceutical Association, Maharashtra State Branch (Autonomous course)	2009	First class
B.Sc (Chemistry)	M.V.L.U college	University Of Mumbai	2006	First Class
HSC	S.V.I.S College	Maharashtra State Board Of Education	2003	Second Class
SSC	St.Mary's High School	Maharashtra State Board Of Education	2001	First Class

- **Certificate Course in International Trade - Africa**
  (University of Mumbai -2016, First class)

  The course helped to gain basic knowledge and usage of international trade principles,

  Concepts and processes mainly into marketing, documentation, logistics & finance briefly:

- Assessing Market Opportunities: Determining Marketing Potential
- To possess a basic knowledge of the principles of setting a product's price in a foreign market.
- Understand Global Finance Risk Factors and Risk Management through various financial tools, including letters of credit and other forms of payment and credit terms, used in international trade
- Understanding the terminology and its usage in the import/export of goods , including INCO terms
- Basic knowledge of international logistics

- **Completed a 3 months course of computer basics with 75% in Sept-2005**

- **Professional Experience : Total 7 years 8 months**

Current Organization

Organization : **Unichem Laboratories Ltd**

Tenure : 3 year 5 months (presently working)

Designation : Asst. Product Manager

Department : International Business Division

Reporting to : Mr.Lalit Sharma (Dy.General Manager)

Responsibilities : **Business Development & Operations (ROW markets)**

- Assisting in development of current and future export markets for branded formulations in Southeast-Asia and Middle-East market
- Communicating with potential customer and respond to queries regarding product offering, pricing, agreement & then defining mode of alliance
- Export Data Analysis/Trend on competitor pricing
- Regular interaction with regulatory team for status update on dossier filings
- Productive discussion with concerning departments to ensure timely execution of projects and updating customer on the same

Introduced 3rd party products skin care range in Sri Lanka, Myanmar, Oman

Assissted in project for new business in Iran market and Hong Kong

Credited with (in process) of starting business in Afghanistan

Brand Management (Southeast Asia & Middle East)

- Preparing strategic marketing and operational plans for new markets as well as for penetrating existing markets
- Prepare specific marketing campaigns with a view to introduce/ grow brands into these markets
- Analyzing secondary sales & Exim data (India) of competitor and market Analysis

- **Launched Zokast (montelukast) and devised a strategy which helped increase sales of zokast as well as lezyncet**
- **Handled flagship brand Losar and helped increase sales and market share in Myanmar {March 2015 -$736,411, March 2016-$832,000, March 2017- $1Mn targeted (uptill**

December 2016- $840,000)

- **Preparing marketing plan to launch 6 skin care products in Sri Lanka**

Organization : **IPCA International Ltd**

Tenure : 1 year 5 months (presently working)

Designation : Product Executive

Department : International Business Division

Reporting to : Mr.Neelesh Katakwar (Group Product Manager)

Responsibilities : Have been part of Cardiac team & handling brands like Ramcor (ramipril), Cardoz (Carvedilol) Metagard-CR (Trimetazidine) & prepared marketing plan for Telmisartan. (Total portfolio US $600,000)

Product management responsibility involving the following:-

- Developing marketing strategies to address key issues.
- Communicating brand positioning and uniform product messages to sales force
- Developing innovative & informative promotional programs for augmenting Field Force detailing & retailing efforts.
- Developing marketing plan for new products
- Take feedback from country managers and analyze markets and competitors

Previous Organization

Organization : **Sanofi India Ltd**

Tenure : 1 year 8 months

Designation : scientific sales executive

Department : Sales

Reporting to : Mr. Subhash Ippili (ASM)

Responsibilities : Building long term relationships with all levels of hospital staff and stockists

Achieved good track record of consistently meeting targets

Handling customers successfully

Successfully launched two new products viz Cardace AM and Cardace Protect

Awarded for highest number of Rx for Cardace AM in first 2 months of launch

Prior organization

Organization : **UCB India**

Tenure : 10 Months

Designation : Medical sales representative

Responsibilities : Responsible for the improvement of sales by initiating new contacts, maintaining customer satisfaction, soliciting customer feedback to improve service and generating suggestions for improving work by developing innovative approaches and ideas.

Part of the team for successfully launching two new brands viz Xyzal-M and Diligan - 25 with an achievement of highest sales in Mumbai for Xyzal-M.

Project undertaken during summer internship.

Organization : Euresian Group

Period : 2 Months

Subject : Pre-launch Market analysis

Synopsis of Project : Conducted a pre launch market analysis of anti-wrinkle products in interaction with cosmetologists, dermatologists, beauticians , distributors & retailers.

Conducted market analysis of company's novel product to be launched & obtained feedback from medical health experts about the same .

Understanding distribution pattern (hierarchy) for anti- wrinkle products

As company was searching for marketing partners, had a discussions for collaboration possibilities for marketing the product with other companies.