



Vinod Kumar Singh

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A results-oriented Marketing Manager with 30+ years of experience in using effective marketing solutions to drive sales growth and boost client brand equity. Plans and supervises overall marketing strategy across various region. Specialises in project implementation and management.

Educational Background

Kanpur University

Kanpur

Bachelor's in Psychology

1988

(Kanpur, Uttar Pradesh 1986 to 1988)

Kendriya Vidyalaya No.1 A.F.S.

Chakeri

Kanpur

Senior Secondary (12th) 1986

(Kanpur, Uttar Pradesh 1985 to 1986)

Kendriya Vidyalaya No.1 A.F.S.

Chakeri

Kanpur

Higher Secondary (10th) 1984

(Kanpur, Uttar Pradesh 1983 to 1984)

Personal Details

Father : Mr. R. S. Singh

Mother : Lt. Smt. Asha Singh

Wife :Mrs. Kalpana Singh

D.O.B. : 08 March 1969

Year of Exp. : 30+ Years

Work Experience

Regional Sales Manager

Sarvodaya Specialities Limited

Feb 2021 to Present

Presently owning the task to relaunch Sarvodaya Drugs in CE UP region as Regional Sales Manager since Feb 2021 till Date at Kanpur HQ by developing team of 25MRs and 05ASMs from Scratch to 20lacs within almost 03Years period with a plan to expand the team upto 30MRs and 6ASMs and sales min of 30lacs by next 10 to 15 months

Area Sales Manager

Burnet Pharmaceuticals P Ltd - Kolkata, W. Bengal

(March 2019 to Jan 2021)

At Kanpur with a team of 4PSR's. The major line of activity is to improve the quality of sales with product mix and new launching products provided by Company and as per markets requirement, as per company's instructions, check the supply & collection of Goods & Payments by all concerned HQ

Area Business Manager

Ayurveda One P Ltd - Bengaluru, Karnataka

(Jan 2018 to Jan 2019)

At Kanpur with a team of 5PSR's. The major line of activity is to launch new company with Herbal products with the quality of sales as per markets requirement, as per company's instructions, also to check the supply & collection of Goods & Payments by all concerned HQ

District Manager

Gufic Biosciences Ltd - Mumbai, Maharashtra

(May 2017 to Nov 2017)

at Kanpur with a team of 5 BDO s. The major line of activity is to improve the quality of sales with product mix and new launching products provided by Company and as per markets requirement, as per companies s instructions, check the supply & collection of Goods & Payments by all concerned HQ s.

Regional Corporate Manager

Rajshi Pharmaceuticals P Ltd - Vadodara, Gujarat

(Dec 2013 to January 2017)

At Kanpur/ Raebareli and to work with a team of 6 ASM and 35 MR s in U. P.. The major line of activity is to impart the benefits provided by Company and as per markets requirement, and to Launch New H.Q. s as per companies s instructions, check the supply & collection of Goods & Payments.

Regional Coordinator

Cipla Dental Care - Kolkata, West Bengal

(July 2009 to Dec 2013)

Got Chance to serve with Cipla group at Home town Kanpur in Omnicare-6 Dental Division launched effectively and efficiently with Kanpur HQ covering Kanpur zone, Varanasi zone as Regional Coordinator then area increased with Lucknow, and Gorakhpur Zones. Established many brand such as Omniclave 625, Stroncip mouth gel, Chlorcip mouth Wash and Ulcenex gel.

Sr. Area Sales Manager

D. R. John s Lab. Pvt. Ltd. New Delhi

(April 2006 to June 2009)

At Bikaner and Jodhpur after achieving 0.90 Lacs PCPM area of coverage increased with Ajmer and Kota HQ. In this company I learned about ethical as well as corporate conversions of medical fraternity.

Sales Executive

Vilco Labs. Pvt. Ltd - Mumbai, Maharashtra

(Nov 1996 to March 2006)

At Kanpur After promotion area of coverage increased up to Agra, Etawah, Farrukhabad, Orai, Jhansi, Banda, Fatehpur, and Unnao with 6 Med. Representatives. Achieved name among top performing managers and received many incentives also been awarded by M.D. during MDP program for various case studies.

Skills & Proficiencies

- Management
- Administration
- Interpersonal communication skills
- Fluent in Hindi & English
- MS Office Suite Teamwork
- Presentation skills
- Team Acquisition and Retention
- Project Management
- Market Research

Achievements

- Received Best Detailing awards.
- Always Name Amongst the top performers.
- Award for solving case studies during MDP s.
- Appreciation Letters for good Administration and Controls. Highest salary Increments in D. R. John s Lab., and Cipla Ltd.

Few Words About Myself

- I don't believe in building airy castles.
- I never use to keep anything in dark with seniors as I believe in transparency and looking the same.
- I usually work besides time bindings & looking the same from subordinates.

Medical Representative

Vilco Labs. Pvt. Ltd - Mumbai, Maharashtra

(Feb 1993 to Nov 1996)

Joined as Medical Representative at Jhansi HQ covering Orai Opened Agra as HQ then Transferred to Kanpur HQ covering Banda and Jhansi

Medical Representative

Helios Pharmaceuticals Pvt. Ltd - Ahmedabad, Gujarat

(Oct 1989 to Feb 1993)

Started Career from Faizabad covering Basti then transferred to Bareilly HQ covering Pilibhit, Badaun Haldwani, and Hill area Almora, Ranikhet & Nainital. Then Again transferred to Gonda HQ covering Behraich and Balrampur. Major Products Xeroflam, Rdin, Uginorm, also launched Capimin synthetic Diosmin tabs. For capillary and venous disorders.

Field of Interest

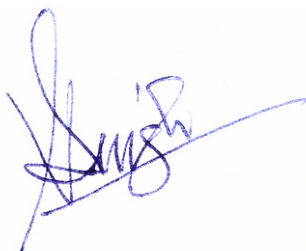
- Reading
- Writing
- Travelling
- Volunteering & Community Services
- Technology

Workshops And Courses

- Participated in School Level Games and Sports.
- 'B' & 'C' Certificate Holder in 3 U.P. AIR SQN NCC KANPUR
- Attended National Level Camp in Andra Pradesh & Rajasthan
- Attend different seminars related to management development programs

DECLARATION

I HEREBY CONFIRM THAT ALL STATEMENTS GIVEN ABOVE ARE TRUE TO THE BEST OF MY KNOWLEDGE.



VINOD KUMAR SINGH