



**P SINGA RAM**  
Sales & Marketing

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A versatile professional having 19+ years of profound experience in **Channel Sales, Business Development, Revenue Growth, Product Management, Market Analysis, Brand Building, Stockist Management, Distribution Management, Customer Satisfaction, Institutional Client Relationship, Stakeholder Management, and Team Management** in an organization of high repute.

### 🗨 Executive Profile

- **A competent professional having rich experience in driving large scale revenue & profit gains** as well as enhancing on organizational efficiency
- **Strong business acumen with skills in driving new business** through conceptualizing strategies, and enhancing sales operations
- **History of increasing sales revenues, exceeding targeted sales goals**, developing profitable and productive business relationships, coordinating with decision-makers, and **building an extensive client base**
- **Demonstrated mastery in leading and developing innovative strategies** that increase sales and expand existing customer base, and **improve brand /product evolution**
- **Affluent experience in tracking and analyzing the performance of advertising campaigns**, managing the marketing budget, and ensuring that all marketing material is in line with our brand identity
- **Associates emerging markets and market shifts** while being fully aware of new products and competition status
- **Achieved Customer Satisfaction** by solving all customer inquiries thoroughly thereby meeting customer needs and maintained good relationships.
- **Result-oriented Leader**; effectively leading team members & motivating them to deliver quality results for accomplishment of organizational goals
- **An effective communicator** with excellent presentation, interpersonal, analytical, problem solving & leadership skills

### 🏗 Core Competencies

Sales Forecasting

Go-to-Market Strategy

Channel Management

P&L Management

Strategic Planning

Retail Customer Management

Customer Retention

People Management

### ☰ Soft Skills

Communicator

Innovator

Collaborator

Analytical / Thinker

Intuitive / Team player

### 🎓 Education & Credentials

- MBA (Marketing) from Berhampur University, Orissa - 2002
- B.A.M.S. from KATS Ay. Medical College Under Berhampur University - 2000

### 📅 Career Timeline



## Professional Experience

**Dec'02 – Feb'22: Dr Reddys Lab AQura MS Team, Bangalore as Area Sales Manager**

### **Growth Path:**

*Oct'21 – Feb'22: As Area Sales Manager*

*Apr'17 – Oct'21: As Area Manager CMT (AQura MS) – Orissa & Telangana*

*Nov'10 – Mar'17: As Area Manager Sales Pride Team (Rural Marketing) Orissa*

*Nov'06 – Sep'10: As Area Manager Sales Wintura (Paed) HQ: Vijayawada*

*Dec'02 – Oct'06: As Professional Service Officer Aqura (Main Team) HQ: Cuttack*

- A keen implementer with recognized proficiency in spearheading sales operations with an aim to accomplish desired plans and targeted goals successfully
- A fundamental role in developing business, exploring new markets and extending support to the management in handling operations
- Expertise in forecasting annual sales targets & driving sales initiatives to obtain business goals & managing the frontline sales team to achieve them
- Adroit in Conceptualizing and implementing sales promotional strategies such as campaigns, exhibitions, promotion & demonstration programs as a part of brand building and market development effort
- Demarcated abilities in identifying and networking with financially strong and reliable partners, resulting in deeper market penetration and improved market share
- Significantly ensured business growth by developing and managing a network of channel partners
- Skillful in exploring and developing new markets, product launch, accelerating growth & achieving desired goals in the assigned region
- Building good rapport with Key Accounts, medical fraternity & Opinion Leaders. I have an exposure to leading Consultant Physicians, Pediatrician & GP

### **Highlights:**

- Outshined in achieving revenue growth of more than 105% Year after Year
- Highly recognised as Best Area Manager in 2016 for Zero Attrition
- Selected for Foreign Trip to Kathmandu with Team Members for >110% Performance
- Accomplished "Exit Dec Award" for completing the Yearly Target by December in 2013-14
- Successfully launched and stabilized Team Indura in Berhampur, Orissa starting from People recruitment to Taking team to a PCPM of 3Lacs
- Selected for Achievers Club with More than 110% with Entire Team
- Recognized for rendering leadership in bringing Vijayawada, Wintura Team as Performing Team Year after Year for for 3 consecutive years and bagged "Best Performing ASM Team in South Zone"

**LinkedIn URL:** <https://www.linkedin.com/in/singaram-sales-marketing>

## Personal Details

**Date of Birth:** 21<sup>st</sup> Jun, 1976

**Languages Known:** English, Hindi, Oriya, and Telugu