

# CURRICULUM VITAE

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A result driven professional with **16 years of** experience in Healthcare/Pharma industry across **3 Regions** in MNCs like **Reckitt, Nestle, MJN & GSK**



## WORKSKILL

Having experience of working with **3 regions** in India into different roles in healthcare. Extensive operational experience with **SFE, Medical Marketing & Channel Sales Management**. Highest Direct Business volume handled **70 crores in a year**. Team Size handled - **10**. **Responsible for National Key Accounts- Apollo, Metro Cash & Carry, Emami Frank Ross & Medplus.**

- Product Launch & Business development from scratch.
- Effectiveness & optimization in HCP targeting & coverage by the field force.
- Provide strategic inputs like Brand Analytics, Competitive Intelligence.
- Driving transformation & innovation through alignment between Sales, Marketing & Medical Affairs. Cross Functional large-team management & end-to-end training.
- Meet the Rx growth by driving the key enablers, marketing of super-premium products.
- Setting up multichannel distribution model & differentiated RTM in Healthcare. Market research to launch NPD. Worked extensively both in **Metro Cities & Rural Market**.

## WORK EXPERIENCE

1. Working as **Senior Area Medical Manager-Kolkata Metro** with **Reckitt** (Sep 2020 till date). Responsible for **Medical promotion & Multichannel distribution** of medically promoted products for Kolkata Metro.
2. **Regional SFE & Training Manager-South**, Bangalore with Reckitt (Oct 2019 - Aug 2020), interim national training manager for 6 months.
3. Worked as an **Area Manager Nutrition** in **Nestle**, looking after medical promotion of Nutrition division of entire **Western Orissa** from Feb 2017 to Sep 2019.
4. Worked as an **Area Manager - Medical** for **Kolkata Metro, Howrah and Midnapur, MJN**.
5. Promoted as **Area Manager - Medical marketing & Trade Sales** in **Mead Johnson** looking after entire Gujrat. Responsible to launch the company in Gujrat, Dec 2013 to Dec 2014.
6. Promoted as **Territory Manager** in January 2013 in **Mead Johnson Nutrition**.
7. Promoted as **Nutrition Executive** in 2011, a senior field level post looking after Central Kolkata & South Kolkata.
8. From 6 July 2008 onwards worked as a **Nutrition Advisor** in **Mead Johnson Nutrition (INDIA)**. Specialty covered: Pediatrician & Gynecologist.
9. Worked as Executive Scientific information (ESI), for the project of **GSK Consumer Health Care**, under the organization **Pharmalink India Pvt. Ltd**, 10 March 2007 to 4 July 2008.

## **ACHIEVEMENTS & ACCOLADES**

1. **2<sup>nd</sup> Runner up** in India & winner of bronze medal in first year launch of Mead Johnson 2009
2. **Best Execution Quality** Award for 2011.
3. **Largest contributor** for **best City Award 2013** in India.
4. **First employee** from individual role to be **promoted as Area Sales Manager** across the country.
5. Team Gujrat had been awarded as best **‘VISTAR’ (new launch)** market in country, Recipient of **UDAAN** award 2014.
6. Team has been awarded as **2<sup>nd</sup> runner up team in India** for 2015.
7. Selected as a **Trainer from the region** for the new recruits in medical sales team.
8. **Highest growth in Hospital Business (Nestle) pan-India** over last year in 2018.
9. Recipient of **‘Grow to Win’** award in **People development category**, Nestle.
10. Selected as **‘Differentiator (EAST)’**, a strategic role responsible for driving various projects in RB.

## **PROJECT WORK DURING EXECUTIVE PROGRAMME**

A Capstone Project **‘DOCTUS’** had been done on **‘UNDERSTANDING THE DOCTOR’**, i.e., categorization of doctor and whether there is any relation with the sex, age, fees of that doctor with Rx pattern & in near future necessity of online marketing in medical marketing and how it is viable & effective.

**Guide:** Prof. Ramendra Singh, Asst. Professor (Marketing) IIM-C

## **CERTIFICATION & WORKSHOPS**

1. **Art of Negotiation**, by British Council
2. **HR Skills for non-HR Professionals**, by British Council
3. **Capability & Leadership Development** - company sponsored (Mead Johnson Nutrition)
4. **Train the Trainer** - company sponsored. (Mead Johnson Nutrition)
5. **Negotiation & Influential Skills** - Dale Carnegie Training

## **ACADEMIC QUALIFICATION**

<b>Examination Passed</b>	<b>Board / University</b>	<b>INSTITUTE</b>	<b>Year of Passing</b>	<b>% of Marks</b>	<b>Division/ Class</b>
Executive course on Sales & Marketing	IIM-C Indian Institute of Management Calcutta		2013		Grade-Good
B.Sc.(Hons) Physiology	Calcutta University	Presidency College	2006	62.3%	1st
Higher Secondary	W.B.C.H.S.E.	Jodhpur Park Boys School	2003	68.2%	1st
Secondary	W.B.S.E.	Jodhpur Park Boys School	2001	81.1%	1st