

BIKASH PAUL



SEASONED PHARMACEUTICAL SALES LEADER: DRIVING GROWTH, NURTURING TALENT,
AND DELIVERING RESULTS | DEEP EXPERTISE IN EAST & NORTH INDIAN TERRITORIES

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Jaipur, Rajasthan

 [Bikash Paul](#)

PROFILE SUMMARY

Seasoned pharmaceutical sales leader with over three decades of demonstrable success in leading business growth, managing high-performing teams and driving successful product launches. With a comprehensive understanding of the pharmaceutical landscape, I have consistently delivered results, earning internal promotions and establishing relationships with KOLs, KBLs throughout the Northern Indian states. My strategic leadership, coupled with a deep understanding of market dynamics and people requirements, has enabled me to navigate complex challenges and seize lucrative opportunities. Leveraging my extensive expertise and strong industry network, I am committed to driving continued growth and innovation in the pharmaceutical sector while delivering value to stakeholders at every level.

KEY SKILLS

- Strategic Leadership
- Team Management
- Budgeting & Forecasting
- Market Analysis
- Relationship Building
- Product Launches
- Communication Skills
- Key Account Management
- Cross-functional Collaboration
- Negotiation Skills
- Problem-Solving
- Territory Management

EXPERIENCE

Apex Lab Ltd.: From 2015

Zonal Sales Manager - Jaipur HQ

Budgeting and Resource Allocation:

- Manage the zonal sales budget effectively, allocating resources efficiently to support sales activities, promotional campaigns, training programs, and other initiatives. Monitor expenses and financial performance against budgetary targets, and take corrective actions as needed to ensure cost-effectiveness and profitability.

Strategic Planning and Execution:

- Develop comprehensive sales strategies and tactical plans to achieve sales targets and expand market share across the assigned territory. Implement effective sales initiatives, promotional campaigns, and distribution strategies to penetrate new markets and capitalize on existing opportunities.

Team Leadership and Management:

- Provide strong leadership and direction to a diverse team of 56 PSRs, 13 ASMs, and 4 RSMs, ensuring alignment with organizational goals and objectives. Foster a culture of high performance, motivation, and accountability among team members, and provide mentorship and support for their professional development.

Performance Monitoring and Optimization:

- Monitor the performance of sales representatives, area managers, and regional managers, and provide timely feedback and coaching to optimize their productivity and effectiveness. Analyze sales data, market trends, and competitor activities to identify areas for improvement and formulate strategies to address challenges and capitalize on opportunities.

Relationship Management:

- Cultivate and maintain strong relationships with key stakeholders, including healthcare professionals, Key Opinion Leaders (KOLs), distributors, and key accounts, to drive business growth and enhance brand reputation.
- Collaborate closely with internal and external partners to address customer needs, resolve issues, and ensure customer satisfaction.

PAST EXPERIENCES

Geno Pharmaceuticals Ltd.: 2005 to 2015

Divisional Sales Manager: Jaipur HQ

- Manage and strategically oversee pharmaceutical business operations across Jharkhand, Odisha, Rajasthan, Punjab & Jammu & Kashmir overseeing a large sales team.
- Provide leadership and guidance to a diverse sales team, which includes 25 Representatives, and 4 Front Line Managers, fostering high performance, collaboration, and accountability.
- Continuously monitor performance metrics and analyze sales data to identify growth opportunities and address any performance gaps within the span of control.
- Cultivate and maintain strong relationships with key customers, including healthcare professionals, hospitals, pharmacies, and distributors, to ensure customer satisfaction and drive business growth.
- Collaborate closely with senior management to develop and execute strategic plans aimed at market expansion, product launches, and capitalizing on emerging opportunities in the pharmaceutical industry, leveraging the span of control to optimize operational efficiency and

Hetero Healthcare (Erstwhile Lyka Labs Ltd.): 1993 to 2005

Regional Sales Manager: 2000 to 2005

Area Sales Manager: 1997 to 2000

Medical Representative: 1993 to 1997



For the formative 12 years of my career journey, I dedicated myself to Lyka Labs, where I started from an entry-level sales role and moved to the position of Regional Sales Manager, entrusted with overseeing the Eastern Indian territories. Throughout this tenure, I have received internal promotions twice in recognition of my unwavering dedication and exceptional achievements in sales. This enriching experience not only fostered my professional growth but also nurtured my personal development. In 2006, Lyka Labs underwent a significant transformation following its acquisition by Hetero Pharma, marking the transition to my continued journey within the esteemed ranks of Hetero Pharma's dynamic workforce.

KEY ACHIEVEMENTS

- Successfully launched multiple new products, leading to increased market share and revenue growth.
- Cultivated and maintained strong relationships with key opinion leaders and healthcare professionals, resulting in enhanced brand visibility and product endorsements.
- Exceeded business goals and targets consistently, surpassing sales goals and achieving revenue milestones.
- Demonstrated effective leadership skills by leading large sales teams to success, fostering a culture of high performance and accountability.
- Implemented strategic recruitment and retention initiatives, resulting in the acquisition of top talent and reduced turnover rates within the sales team.
- Received recognition and awards for outstanding performance, leadership excellence, and contributions to overall business success.

ACADEMICS

B. Sc. (Honours) – in Second Division in 1993 from M. University

I. Sc – in 1988 from Magadh University, Gaya

Matriculation – in 1986 from B.S.E.B, Patna

PERSONAL DETAILS

Father: Late Kashi Nath Paul

Date of Birth: 10th Sept 1971 (52 Years)

Marital Status: Married with two kids

Address: Asha Nid, 4, Amritalal Mukherjee Lane, Shibpur, Howrah 711102, West Bengal.