



Deepak Pandey

Product Executive (PMT)

Strategic, highly energetic, and revenue-focused business professional with 5 years of experience in Pharmaceutical Marketing. Possessing strong interpersonal, problem-solving, and scientific skills. Able to effectively multitask, streamline operations, accept challenges and meet deadlines.



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Hyderabad



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SKILLS

Marketing

Strong knowledge in Pharmacology

Market Research & Intelligence

Excel/Word

Team Player

Leadership

MS Office (PowerPoint and Word)

Problem-solving abilities

Worked and SMART Goal Model

LANGUAGES

English

Professional Working Proficiency

Hindi

Full Professional Proficiency

INTERESTS

Public speaking

Sports

WORK EXPERIENCE

PMT (Product Management & Training) Fusion Healthcare

Head Office, Hyderabad

03/2022 - Present

Product Line Manager

Responsibilities and Tasks

- Development of communication strategy, promotion plans, tools and their effectiveness.
- Managing CME activities and also directly involved in its execution.
- Meeting selected KOLs/Invested customers for scientific communication on products.
- Better alignment of Mkt and Sales on marketing aspects.
- Providing training to the field force onsite as well as virtually.
- Identifying and Analyzing the needs of Mkt and accordingly preparing Training strategy.
- Organizing workshops and seminars in collaboration with doctors and researchers.

Sales Executive Fresenius Kabi

New Hospital, Andhra Pradesh, Bhubaneswar

01/2021 - 04/2022

Responsibilities and Tasks

- Effective implementation of marketing strategies.
- Optimize resources to achieve sales objectives with high quality brand Push and Pull activity.

Medical Representative Lupin

South India HQ

11/2017 - 12/2019

Responsibilities and Tasks

- Building relationships and liaison with doctors.
- Identify hurdles and its probable solutions for better sales achievement.
- Developed strong Scientific and Marketing knowledge about Respiratory molecules.

EDUCATION

M.Pharmacy

Lloyd Institute of Management & Technology, Greater Noida

2020 - 2021

MBA (Pharmaceutical & Hospital Management)

IIBM Institute of Business Management, Meerut (U.P.)

2018 - 2020

B.Pharmacy

Ram-Eesh Institute of Vocational and Technical Education, Greater Noida

2012 - 2017