



# MANOJ PRASAD JOSHI

Regional Business Manager

## PROFILE SUMMARY

Accomplished Pharmaceutical Sales and Marketing professional with over 25 years of progressive managerial experience across diverse geographies. Expertise in pharmaceutical sales, marketing management, business development, and team leadership. Proven track record of leading successful teams, executing sales strategies, and achieving business growth. Skilled in market development, digital adoption, product launches, and organizing CME programs, camps, and symposiums. Strong communicator with exceptional interpersonal and people management skills, adept at managing change, stress, and time while motivating teams to meet and exceed targets.

## CAREER HIGHLIGHTS & EXPERIENCE

**Regional Business Manager | Tregenesis Sciences Pvt. Ltd., Delhi (Feb 2024 - Feb 2025)**

Oversee business operations and growth across Delhi, NCR, Haryana, Rajasthan, and Pune.

Lead cross-functional teams of Area Business Managers and Medical Representatives.

Spearhead market expansion initiatives and drive digital adoption in sales operations.

Formulate and implement strategies to boost sales, revenue, and profitability.

Foster relationships with key stakeholders and build a robust dealer network to ensure product availability.

**Area Business Manager | GlaxoSmithKline Pharmaceuticals Ltd. (1999 - 2023)**

GSK is a global biopharmaceutical MNC committed to improving health outcomes. Held various roles in sales management across different regions and product portfolios.

Area Business Manager (Ingenium Division) | Raipur (July 2018 - Dec 2023)

Managed a team of 9 medical representatives, covering Chhattisgarh and parts of MP.

Led the sales and promotion of diabetes, antibiotics, orthopaedics, gynaecology, nephrology, and urology products.

Achieved consistent year-on-year growth and improved team performance.

Area Business Manager (Unicorn & Primary Care Team) | Jammu (Jan 2011 - Jun 2018)

Managed territories including Jammu, Kashmir, Himachal Pradesh, and parts of Punjab.

Supervised 8 medical representatives in promoting a broad portfolio, including diabetes, antibiotics, orthopaedics, gynaecology, and pediatric products.

Delivered outstanding sales growth and recognized for exceptional team leadership.

Area Business Manager (Unicorn Team) | Raipur (Jan 2002 - Dec 2010)

Led a team of 5 in promoting pediatric, antibiotic, and diabetes products in central India.

Successfully expanded the market and drove significant sales growth.

Area Business Manager (PACC Team) | Ahmedabad (Jan 2001 - Jan 2002)

Managed respiratory products in Gujarat, covering Chest Physicians, CPs, GPs, and pediatric specialties.

Led a team of 9 reps, achieving sales targets and growth in the region.

Area Business Manager (Allenburys & Respiratory Team) | Lucknow (Aug 1999 - Jan 2001)

Managed antibiotic and respiratory product lines, leading a team of 8 reps in the Uttar Pradesh region.

Consistently exceeded sales targets and enhanced team capabilities.

Medical Representative | GlaxoSmithKline Pharmaceuticals Ltd. | Ludhiana (Apr 1994 - Aug 1999)


Promoted antibiotics and gynaecology products in Ludhiana.

Consistently exceeded sales targets, receiving multiple accolades for performance.


## About Me

MANOJ PRASAD JOSHI  
Regional Business Manager  
Pharmaceutical Sales and Marketing Expert  
Date of Birth :  
12th April 1973

## Contact

 +91 9796444492

 mpjabhayb@rediffmail.com

 HouseNumber C372,  
Sector 19 C Block,Nodia,UP  
(201301)

## Skills

- Sales & Marketing Strategy
- Leadership & Motivation
- BUSINESS DEVELOPMENT & MARKET EXPANSION
- Product Awareness & Promotion
- Training & Team Development

## Language

- English
- Hindi
- Punjabi

## Computer proficiency

- Windows
- MSOffice(Word,Excel,Power point)



## KEY RESPONSIBILITIES

**Market Expansion & Revenue Growth:** Identifying and tapping into new markets, managing teams of Area Business Managers (ABMs), Medical Representatives, and Sales Executives to increase market reach and achieve sales objectives.

**Strategic Planning & Sales Execution:** Developing and executing business strategies, setting sales targets, and managing budgets to drive profitability.

**Team Development & Leadership:** Providing leadership, training, and development to sales teams, ensuring continuous skill enhancement and improving team performance.

**Product Promotion & Digital Initiatives:** Promoting products through scientific activities, ensuring digital adoption, and organizing key events such as product launches and medical conferences.

**Performance Monitoring & Reporting:** Analyzing sales data, reviewing team and dealer performance, and communicating insights to senior management.

**Key Account Management:** Managing relationships with key hospital accounts, including rate contract management.



## ACHIEVEMENTS

**Employee Recognition:** Received 'Development' recognition in 2019 and 'Teamwork' recognition in 2018.

### Award Wins:

All India Number One ABM Award (2009 & 2012)

Super Star ABM Award (2009) at Singapore, 2008 at Bangkok, 2007 at Dubai.

Super Star ABM Hat-Trick Award (2009) at Singapore

Several Golden Awards for exceeding sales targets in multiple product categories.

Consistently exceeded sales targets by over 100% and achieved growth year-on-year.

Promoted several medical representatives to Area Business Managers and Sales Executives.

### Event Management:

Successfully organized large-scale gastro conferences and mega health camps for over 3000 participants.

Organized national conferences such as NAPCON 2000 and mega asthma camps.



## EDUCATIONAL QUALIFICATIONS

PG Diploma in Export Management | Indian Institute of Export Management, Baroda (1996)

PG Diploma in Marketing & Sales | Guru Nanak Khalsa College of Management, Ludhiana (1995) – Topper & Gold Medalist

B.Sc. in Chemistry | Lucknow Christian College, Lucknow University (1993)



## TRAINING & SEMINARS

First Line Leadership Global Program | 2023

2 Management Development Programs | S.P. Jain Institute of Management and Research, Mumbai (2009, 2022)

Excellence in Sales | Cambridge University, UK - Indore (2002)

Sales Management Excellence | Cambridge University, UK - Ahmedabad (2002)

Sales Effectiveness | Delhi (1998)