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| PRITIRAJ PARIJA **Email**: pritirajparija@gmail.com **Phone**: +91-9773794692 |
| A multi-faceted professional, skilled in blending creative intellect/ insight and sharp planning skills for managing business operations & meeting top/bottom-line objectives, targeting for senior level assignments in **Sales & Marketing** with an organization of high repute**PROFILE SUMMARY*** A competent professional with **over 19 years** of experience in **Sales & Marketing of Pharmaceutical & Petrochemical Products**
* Proven track record of attaining sales of:
* **4000 Ton of Packed Bitumen in 2010-11**
* **6500 Ton of Packed Bitumen in 2011-12**
* **4500 Ton of Packed Bitumen in 2012-13**
* **14000 Ton of Packed and Bulk Bitumen sale in 2013-14**
* **11900 Ton of Packed Bitumen and 5500 Ton of Bulk Bitumen in 2014-15.**
* **4700 Ton of Packed Bitumen and 5500Ton of Bulk Bitumen in 2015-16.**
* Extensive experience in driving sales for **Drum Bitumen, Bulk Bitumen, Light Diesel Oil & many more** in various territories for product growth & profitability
* Proven skills in achieving & exceeding targets, opening new & profitable product/services markets and setting up business operations in untapped markets
* Adroit in handling business development, identifying & developing new markets, client retention and achieving targets for **pharmaceutical products**
* Steered efforts in launching**Pharmaceutica**lProducts in **Odisha** and **Petrochemical** products in the assigned territory such as**Maharashtra,Odisha,AndhraPradesh, Jammu & Kashmir, Karnataka, & Rajasthan.**
* Demonstrated capabilities in exceeding sales of **Pharmaceutical products which included medicines, prescription drugs to a variety of customers including general practitioners, & hospital doctors**
* Wealth of expertise entails in monitoring strategy formulation through **market research & fine-tuning strategies to ensure wider market reach & penetration of unexplored market segments**
* Resourceful at maintaining relationships with clients for achieving **quality product and service norms**
 | **PERSONAL DETAILS****Date of Birth:**18th June 1976**Languages Known:**English, Hindi, & Oriya**Address:** Siddhivinayak Garima, Building No 6/K/11, At/Po-Koyanavele, Taloja. Navi Mumbai.410208**LOCATION PREFERENCE**Mumbai |
| **CORE COMPETENCIES*****Business Development Trading Operations Market Strategies******Vendor/SupplierManagement Product Development Process Improvement******Liaison & Coordination Client Engagement MIS Reporting*****ACADEMIC DETAILS****2006** **Diploma in Management** fromIndira Gandhi National Open University, NewDelhi**1997** **B.Sc. in Physics, Chemistry& Mathematics** from Utkal University, Orissa**Other:****Pursuing Certified Trade Finance from IIBF (Indian Institute of Banking and Finance)** |

**NOTABLE ACCOMPLISHMENTS ACROSS THE CAREER**

* Steered efforts in:
* Contributing to the annual business planning operations through revenue forecasting for the **sales of Bitumen in Drum atMaharashtra, J&K, Andhra Pradesh, Karnataka, Rajasthan, & Orissa**
* Initialising the sales of packed Bitumen to institutions like **KRIDL in Karnataka.**
* Successfully:
* Supplied Bitumen to **Gulf Petrochem**in**2012-13**which resulted in product enhancement & organizational growth
* Convinced the **Senior Management** to open a **depot** in **Amravati**, Maharashtra for**Bitumen Drums**
* Successfully developed:
* **Drum Bitumen & Bulk Bitumen** clients in the market of **Maharashtra**
* Budget for overall spends & allocated spends levels for targeting current & new customers
* Inputs & evolved CRM for customer management & improved decision-making process
* Strategies for **Scouting, Packet Bitumen Trader & Road Contractors**
* Played a key role in starting:
* Trading for **Bitumen Emulsion in 2014**
* **Marketing for the products in Jammu, Srinagar & Orissa in 2015.**
* Suggested idea for marketing of **Cold Bitumen - CRRI Research Product, MATHURA, in Odisha and North East region of India**



**ORGANIZATIONAL EXPERIENCE**

**Oct 2018-Nov 2019-Cockett Marine Oil Trading Pvt Ltd.**

**Assistant Manager (Sales) Bitumen, Furnace Oil**

**Mar’2018 – Sep 2018 with Blue Tec Industries Pvt. Ltd., Mumbai (Division of BlueCross Commodities Pvt. Ltd.**

Growth Path:

Mar’18 - Sep 18 Zonal Sales Manager

**Jul’10 – Mar’18 with BlueCrossCommodities Pvt. Ltd., Mumbai**

Growth Path:

Jul’10 – Apr’12 Executive

Apr’12 – Apr’15 Senior Sales Manager

Apr’15 - Mar’18 General Manager Sales

**Jun’09 – Jun’10 with Solid Petrochem Pvt. Ltd., Mumbai**

**Manager (Sales & Business Development)**

**Key Result Areas:**

* Leading & heading a team of 3 Sales Managers, 2 Godown In-charge & 1 Logistic Manager for managing the entire Sales & Marketing Operations
* Collating information on product performance, market presence and brand position vis-à-vis competition in liaison with market research thereby resulting in product enhancement
* Controlling inland trading operations like administering commodities such as Bitumen (Drum & Bulk),& Light Diesel Oil in Maharashtra
* Achieving targetting sales as well as lead generation and conversionthrough tele calling thereby resulting in operational excellence
* Updating MIS, featuring daily collections as well as projecting receivables over a period of time
* Devising & implementing stringent credit control measures including monies management, stock management for effective receivable management
* Maintaining C-Forms & F-Forms for proper functioning of trading/ import operations
* Generating leads by developing plans & negotiating with customers, finalising service level agreements, outsourcing tasks and directing the timely completion of projects thereby resulting in organizational growth
* Assessing need and preparing business processes for the organization
* Executing growth strategies focusing on financial gain and customer satisfaction
* Conducting competitor analysis & competency mapping for keeping track of market trends and competitor moves for achieving market share
* Arranging business development meetings with prospective clients for achieving business growth
* Suggesting strategic product marketing plans for Cold Bitumen through market research, competitive analysis, pricing, customer engagement, & business planning
* Identifying and developing potential vendors / suppliers for achieving cost effectiveness;managing day-to-day supplier performance for ensuring meeting of service, cost, delivery and quality norms and maintaining database for the same
* Conceptualizing & implementing competent strategies & plans for the organization for assisting with future requirements& needs
* Analysing:
* And studying various industry reports for strategy improvement as well as summarizing articles, news & maintaining database for the same
* The breakdown of the present system & implementing changes for improving the entire system
* Spearheading direct sales/marketing efforts for increasing sales revenue opportunities

**PREVIOUS EXPERIENCE**

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| **Jan’00 – Jun’09 with Alembic Ltd., Orissa****Medical Representative****Key Result Areas:*** Supervised sales operations of Pharmaceutical products, recommended solutions for enhancing business group profit and achieving all productivity & sales targets
* Increased the awareness and use of the company's pharmaceutical and medical products by using various strategies
* Achieved quarter & annual sales goals for the territory while adhering to all ethical sales practices and required regulations
* Sold the company's products which included medicines, prescription drugs to a variety of customers including general practitioners, & hospital doctors
* Organized and contributed in conferences for doctors and other medical staff; built and maintained positive working relationships with medical staff and supporting administrative staff
* Created effective communication for external & internal customers with available media on monthly basis
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**IT SKILLS**

**Operating System:**

* Windows 7, XP, Vista, 8, 8.1, 10(All Desktop Versions)

**Packages:**

* MS Word Suite (MS Excel, MSWord, MS Office, MS PowerPoint)