

A N I R B A N R O Y

Work Profile

Experienced professional sales representative with a proven track record of increasing market share, amplifying revenue, and exceeding sales quotas. Extensive background and success in both pharmaceutical sales as well as business to business sales in the telecommunications sector. High-energy and self directed professional with excellent organization, solid communicator, and time management skills. Outstanding computer skills and ability to build and maintain relationships with key opinion leaders and decision makers.

Professional Experience

SCHERING-PLOUGH PHARMACEUTICALS

February 2005 – Present

Professional Sales Representative

Professional Sales Representative for Schering-Plough Primary Care products covering a large territory in Northern California. Responsibility for promotion of Avelox (antibiotic), Nasonex (nasal inhaled steroid), Asmanex (oral inhaled corticosteroid), Clarinex (antihistamine), and Proventil HFA (albuterol HFA inhaler) to primary care physicians and specialists. Hospital selling experience for Avelox IV/PO. Current Ranking (as of 3rd Quarter, 2009) Top Half of Nation, 13 of 77 (Regional), 3 of 12 (District)

Responsibilities

- Promotion of SP Primary Care Respiratory portfolio to primary care physicians, allergy specialists, otolaryngologists, and pulmonologists and deliver consistent sales performance by growing market share for all products promoted in customer-focused sales model.
- Develop and maintain relationships with key opinion leaders and physicians in the territory.
- Work closely with managed care team to optimize and execute pull through opportunities with key managed care plans in the territory.
- Organize medical education programs for both allergy and antibiotics for territory.
- Analyze reports showing the utilization of value added resources such as vouchers, coupons, and samples and compile summary for the district.
- Responsibility for selling Avelox in the community hospitals in the Fairfield/Vacaville and Yuba City/Marysville area starting in 2007 including advancing formulary placement with clinical pharmacists and P&T committee for hospital.

Accomplishments

- Consistent strong sales performance among territory and district peers. Was top territory representative for most of tenure and the top representative in the district twice (3rd Trimester, 2006 & Q2, 2009).
- Achieved goal attainment in excess of 100% for most call plans.
- Was in the top 5% of territories nationwide for positive share change for Avelox (#5 out of 525 territories) in 2008
- Organized many successful speaker programs including a program for the treatment of lower respiratory tract infections in 2006 that had 38 health care professionals in attendance (district record)
- Assisted District Manager on several occasions during POA meetings by doing presentations on how to present clinical studies, analyze resource utilization, and computer training.
- Conducted in service programs in the Hospital ER for Avelox to educate physicians, nurses, and other hospital staff including clinical pharmacists on the use of Avelox IV and PO for their patients suffering from respiratory tract infections and skin and skin structure infections.
- Forged solid relationships with P&T committee members including medical director and clinical pharmacist for major community hospital group to advance Avelox and Asmanex to formulary.
- Set up meetings with key opinion leaders and P&T committee members for local managed care plans for our managed care team to advance formulary decisions.
- Goal attainment of 135% and 125% for Proventil HFA for the last two quarters (2009).

ATS COMMUNICATIONS, Concord CA
Sales Executive – Outside Sales & VOIP Specialist/Team Lead

May 2001 – February 2005

Account Executive for largest Toshiba PBX dealer in Northern California and leader in network services sales for SBC/AT&T, Covad, Qwest, & Tele-Pacific. Responsibility for generating new business by cold calling, networking with other industry professionals, and growing existing business base. Designed complete telecommunications & network solution for client including PBX system, voice and data network options, and wiring. Closed largest deal to date for Voice over IP solutions provider, Gobeam (Covad) in 2002 and exceeded sales quotas on consistent basis. Promoted in 2004 to lead newly created VOIP group.

Responsibilities

- Generate new business by cold calling, establishing an active lead networking group, and through personal customer relationships.
- Properly prepare a customized project overview for each prospect before submitting a proposal
- Presentation of solution to key decision makers including CEOs, CFOs, & IT Executives.
- Obtain the right price by presenting price correctly and cost justifying the purchase during proposal presentation by doing an ROI and cost analysis of all voice and data expenditures to show how cutting network services costs can pay for the hardware upgrades.
- Prepare scope of work after sales contract is signed and meet with operations staff to assist with a smooth implementation schedule of solution.
- Meet or exceed sales quota of \$50,000 per month.
- On going training for product knowledge as well as sales skills as well as attending workshops on non-manipulative selling and establishing long term relationships with customers.

Accomplishments

- Closed largest Gobeam Hosted IP deal to date in 2002 with total revenue of \$1.75 million over 3 years (Client – Color Spot Nurseries). Prospected account on my own through cold calling to CIO and was able to get in to make pitch to the CIO and Executive Management team to network all their sites together for both voice and data through Gobeam (Covad).
- Exceeded annual sales quotas on a consistent basis.
- Employee of the month in January, 2002 for bringing in a record number of Gobeam accounts.
- Recognized by SBC with “In The Loop” Award for Outstanding Customer Service for key client in the Napa, CA area.
- Promoted in 2004 to lead newly created VOIP group. Group exceeded revenue expectations by 33% in 2004.
- Closed several six figure PBX deals including a deal with the largest real estate company in Solano County, CA.
- Managed over 100 small to medium sized business accounts in Northern California.
- Closed and managed large national accounts such as Wildwood Natural Foods, Relevant Business Systems, and Century 21 Distinctive Properties.

BURSON-MARSTELLER, Sacramento, CA
Public Affairs Intern

August 2000 – December 2000

Responsibilities

- Draft press releases and construct mock ups of various media.
- Manage campaign database and grass roots mobilization for CA propositions.
- Assist staff as needed on various projects including searching various media sites for articles on clients.

LAWRENCE LIVERMORE NATIONAL LAB, Livermore, CA **Summer 1997 & Summer 1998**
Scientist & Engineer/Technical Scholar

Responsibilities

- Writing FORTRAN code for thin film calculation for National Ignition Facility (NIF) program.
- Perform literature reviews and patent searches for laser optics.
- Stress corrosion calculations for the Yucca Mountain Project.

Accomplishments

- Created an internal webpage for the Metals Processing & Corrosion section of the Chemistry & Material Science department of LLNL.
- Featured in several government reports for the NIF for my literature and patent searches and reviews.
- Manipulated and enhanced several computer programs for the NIF.
- Promoted from Technical Trainee to Scientist & Engineer/Technical Scholar after first summer and asked to return for 2nd summer as well as major holiday breaks to continue research activities.

Volunteer Experience

FRIENDS TO ELECT HATCH TO YOLO CO. PUBLIC GUARDIAN 1998
Campaign Manager

Responsibilities

- Recruit and manage all volunteer campaign staff
- Draft press releases
- Create web page for campaign
- Speak on behalf of candidate at various community events

Education

UNIVERSITY OF CALIFORNIA – Davis, CA 1996-2001
Bachelor of Arts with a double major in International Relations & Political Science

Graduated with a double major in both International Relations & Political Science with an emphasis in economics and world trade & development. Very active in extracurricular activities on campus and served in various leadership rolls in campus. Held prestigious internships during academic year and summers. Major literary contributor to Davis From The Inside Out, a municipal almanac about the city of Davis, CA and Yolo County including authoring most of the political section.

Extracurricular & Leadership Activities

- Phi Beta Lambda Fraternity – Founding President & IFC Representative
- Davis College Republicans – Chairman (1997)
- California College Republicans – PAC President (2001), Executive Vice Chairman (2000), Administrative Vice Chairman (1999), & Northern Vice Chairman (1998)

Honors & Accomplishments

- Deans Honor List
- Order of Omega Greek Honor Society – top 3% academically of all Greeks on campus

Recent Distance Learning Courses Completed

- Understanding Your Customer
- Dynamic Decision Making
- Listening For A Higher Purpose

Languages

Fluent in English and Bengali (Indian language), & French (basic conversational)

References

Professional & Customer References Available Upon Request