

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. Self-directed professional with excellent organization, outstanding communicator, and time management skills. Outstanding computer skills and ability to build and maintain relationships with key opinion leaders and decision makers. National award winner for solid sales performance on a consistent basis. Seeking opportunity for specialty sales with a dynamic pharmaceutical or biotech company.

Professional Experience

BOEHRINGER-INGELHEIM PHARMACEUTICALS February 2012 – Present

Executive Respiratory Business Specialist – Roseville, CA Territory (August 2019-Present)

Respiratory Business Specialist – Roseville, CA Territory (July 2016-August 2019)

Primary Care Sales Representative 2 – Roseville, CA Territory (February 2012-June 2016)

Specialty Representative covering a large territory encompassing the greater Sacramento area and representing the BI Respiratory Products and placing in BIPI's President's Club Extreme Rewards Program in 2016 and 2018. Have promoted the following products: Spiriva Handihaler & Respimat, Combivent Respimat, Stiolto Respimat (launched product), Pradaxa, Tradjenta/Jentaduetto, and Jardiance (launched product).

Responsibilities

- Ethical promotion of the respiratory portfolio for BIPI including Spiriva Respimat & Stiolto Respimat.
- Maximize net sales goals for territory.
- Facilitate the coordination between the health systems team and specialty for key accounts in my geography.
- Served as District Computer Expert (DCE) from 2013-2016

National Awards/Accomplishments

- President's Club Extreme Rewards – Bronze Award Winner (2018)
- President's Club Extreme Rewards – Silver Award Winner (2016)
- Innovation National Award – Bronze Winner (2016)
- Zone Code – Regional Award Winner for facilitating the transition to the iPad/Veeva on a regional level (2013)

INVENTIV HEALTH

June 2010 – February 2012

Ventiv Sales Representative (PCP2) for Boehringer-Ingelheim Contract – Roseville, CA Territory

Embedded Contract Sales Representative for Boehringer-Ingelheim Pharmaceuticals covering the Roseville, CA territory encompassing Placer, Sacramento, El Dorado, Nevada, Yuba, & Sutter counties. Responsibility for the promotion of Pradaxa (launched product), Micardis, Twynsta, and Spiriva Handihaler.

Pradaxa Launch Year Rankings: 2 of 19 (region), 7 of 132 (zone), and 21 of 427 (national).

Responsibilities

- Ethical promotion of Boehringer-Ingelheim's PCP2 product portfolio to primary care physicians.
- Work as a team with direct counterpart, specialty counterparts and any co-promote partners to effectively manage territory, plan speaker programs, and coordinate resources.

National Awards/Accomplishments

- Regional Co-Leader for Inventiv's Circle of Excellence Award (2011) – was offered position directly with BIPI so could not take part in Inventiv's top sales award for this contract.
- Exceeded incentive target earnings for 2011 and received High Met Expectation (HME) review rating during tenure.
- Successfully launched Pradaxa and won sales numerous sales contest during the launch.

SCHERING-PLOUGH PHARMACEUTICALS

February 2005 – March 2010

Professional Sales Representative (Respiratory Portfolio) – Davis, CA Territory

Professional Sales Representative for Schering-Plough Primary Care products covering a large territory encompassing Solano, Yolo, Napa, Yuba, & Sutter counties. Represented: Avelox, Nasonex, Asmanex, Clarinex, and Proventil HFA to primary care physicians and specialists. Hospital selling experience for Avelox IV/PO.

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.
- Work closely with the managed care team to optimize and execute pull through opportunities.
- Organize medical education programs for both allergy and antibiotics for territory.
- Responsibility for selling Avelox IV/PO in the community hospitals starting in 2007.

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 during tenure.
- 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.
- 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.

ATS COMMUNICATIONS, Concord CA

May 2001 – February 2005

Sales Executive – Outside Sales & Voice Over IP (VOIP) Specialist/Team Lead

Account Executive for largest Toshiba PBX dealer in Northern California and leader in network services sales. Responsibility for generating new business by cold calling, networking with other industry professionals, and growing existing business base. Closed largest deal to date for Voice over IP solutions provider, Gobeam (Covad) in 2002 and exceeded sales quotas consistently. Promoted to lead newly created VOIP group.

Responsibilities

- Generate new business by cold calling, establishing an active lead networking group, and referrals.
- 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 show how cutting other telecommunications costs can pay for the hardware upgrades.

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 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.
- 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.

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. Also, took several programming and web design classes. Very active in extracurricular activities on campus and served in various leadership rolls on campus.

Extracurricular & Leadership Activities

- Founding President & IFC Representative for fraternity

Honors & Accomplishments

- Order of Omega Greek Honor Society – top 3% (academically) of all Greek members on campus