

Prof. Pradeep Sadarpatil

Marketing



Qualification: D. Pharm. DSM (Sales and Marketing), B. Pharm MBA (Canada), MBA.

Ph.D. (Pursuing from S.F. Pune University)

Experience: Sixteen years in sales and marketing and six years in academic.

Publications (Books/Research Papers):

Published seven research papers in national and international conference.

Industry Experience

Sr. No.	Organization	Position	Duration	Years of Experience	Field
1	Alembic Ltd. Vadodara	Regional Manager HQ. Pune	13 th July 2007 to 30 th Sept. 2008	1.3 Years	Pharmaceutical Sales & Marketing
2	Alembic Ltd. Vadodara	Area Manager HQ. Pune	11 th Dec 2000 to 12 th July 2007	6.7 Years	Pharmaceutical Sales & Marketing
3	Fulford (India) Ltd. An affiliation of Schering Plough U.S.A.	Professional service Representative. HQ. Satara	29 th Dec 1992 to 5 th Dec 2000	8.0 years	Pharmaceutical Sales & marketing
Total Experience in Sales and Marketing:				16.00 years.	
Total Academic and Industrial Experience:				21.05years.	

Research Paper Presented and Published

1	<p>University of Pune, (PUMBA)</p> <ul style="list-style-type: none"> - International Conference on ‘Global Meltdown Opportunities and Challenges’ - March 20, 21st, 2009 - Paper Title ‘Is Land Lines Market Dead? A Market Survey In Pune City’ - ISBN No. 978-81-8488-279-7 - Code No. HCM 117 Article. No. B2, Page No. 116
2	<p>Kohinoor Business School, Lonavala (KBSCMR) International Research Conference</p> <ul style="list-style-type: none"> - “Services Management – The Road Ahead” On 7th March 2009. - Paper Title, ‘Creating awareness about health hazard due to Mobile phones, Users Beware’ - Spectrum, online journal of KBSCRM Vol. 2 No. 1 June 2009. - ISSN 0975-2153, Article No. 36, Page No. 214
3	<p>UGC Sponsored National Conference at Dayanand College of Commerce, Latur.</p> <ul style="list-style-type: none"> - On 29^h and 30th January 2010. - Theme – ‘Recent Trends in Commerce, Management and IT’. - Paper Title – ‘Rural Pharma : Reach More, Teach More and Replace More’ - ISBN 81-7876-075-4 Article No.52, Page No.258.
4	<p>Kohinoor Business School, Lonavala (KBSCMR) International Research Conference on 20th Feb. 2010.</p> <ul style="list-style-type: none"> - Title of the paper - ‘Customer Expectations On Services And Responses From Banking Industry In India’ - Paper presented.
5.	<p>Kohinoor Business School, Lonavala (KBSCMR) International Research Conference on 5th Feb. 2011.</p> <ul style="list-style-type: none"> - Title of the paper - ‘Growing Importance of After Sales Service in Consumer Durable Products’ - Paper presented and Published in Spectrum online journal of KBSMR, Volume1, 5th Feb.2011. - ISSN 0973-1573. Article No.35, Page No.34.
6	<p>Choice Institute Of Management Studies and Research (CIMSR) International Conference on Management, Engineering, and Technology on 26th, 27th May 2012.</p> <ul style="list-style-type: none"> -Title of the Paper-‘Translating Strategies into actions in Pharmaceutical Sale. -Paper presented and published in International Journal of Business, Management & Social Sciences. -ISSN 2249 – 7463 Vol.1, Issue9, May 2012.Article No.10 Page No.50.
7	<p>Symbiosis Institute of Business Management (SIBM) Pune “International Research conference on Innovative Business Strategies” organized by Symbiosis Institute Of Business Management (SIBM) Pune, On March 28-29th 2014, Published paper Title: “Contemporary Issues In Pharmaceutical Marketing Strategy”. In SAMVAD E-journal, Volume VIII. EISSN- 2348-5329</p>

Management Development Programs Conducted

1. Conducted training program for Medical Representatives at Alembic Ltd.
2. Conducted Training program for Managers for Bio-India Pharma. Mumbai.
3. Conducted training program for Medical Representatives for Avani Pharma. Pune.

Book Review

Reviewed Book on Sales Management published by Tata McGraw Hill Education Pvt. Ltd. Noida.

Achievements:

- Awarded best Area Manager and best team twice by Regional Manager.
- All India only team to feature as high sale and high productivity for A New Product Isovon in the month of July 2002.
- The Best Gladiators in Quiz Conducted by Product Management Team.
- Declared all India 2nd top Area Manager for Doctor Search during integration.2003.
- Winner of Fulford star performance Award in 1996
- Winner of Fulford star performance Award in 1998.
- Winner of Company president award for sales excellence in Dermatology.
- Winner of Company President Netromycin Trophy for sales excellence in Antibiotic.
- Special appreciation by V.P. Marketing & Sales for Best Chemist Meet & Retail Order Booking Rs. 1.20 LAC in a single month.
- Winner of Company President Award for Quadriderm Booking 1994.
- Winner of Best Detailing Award in 1996