



SORIN BOATA

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BUSINESS PROFILE: Pharmaceutical professional with more than 10 year activity experience in the pharmaceutical field for innovative and generics products;

A strong team player, adept at supporting team members to achieve personal and professional goals;

Highly motivated by job complexity and innovativeness and challenging tasks;

Experienced in Sales Force Effectiveness, Market research, Team Management, Coaching, Performance Management and Training;

Capable of functional and technical consulting, Commercial Excellence and Business Analysis;

Work experienced intercultural international projects;

PROFESIONAL OBJECTIVE: Continuous developing the business expertise, to understand the dynamics and the agents that sustain and drive market changes; also use my leadership and people management to develop peoples

EDUCATION: 2003 **University of Medicine and Pharmacy “Carol Davila” Bucharest**

ADDITIONAL QUALIFICATION: CERTIFIED TRAINER

CURRENT RESPONSIBILITY:

BUSINESS EFFECTIVENESS AND STRATEGIC PROJECTS MANAGER

TEVA Pharmaceuticals, Bucharest, Healthcare, October 2014 - Present

- Member of the management team of the company
- Manage all the market research and teams performance research projects across the company
- Manage the market research budget of the company
- Develop, prepare and present company and market performance analyses for internal and for regional meetings
- Lead multichannel marketing projects (identify opportunities for business, proposing solutions to company management, manage the projects)
- Lead projects involving global CRM implementation and analytic data solution (QlikView) deployment for organizational effectiveness
- Develop, implement and monitor all the processes aimed to increase effectiveness of field force and in general of company business

CAREER CHRONICALLY:

SALES FORCE AND BUSINESS EFFECTIVENESS MANAGER

TEVA Pharmaceuticals, Bucharest, Healthcare, August 2012 – September 2014

- Member of the management team of the company
- Support and coordination of restructuring processes in the company
- Manage the market research budget of the company
- Manage teams performance research projects
- Lead projects involving development of CRM system and analytic data solution (sales and activity dashboards) deployment for organizational effectiveness
- Lead multichannel marketing projects (identify opportunities for business, proposing solutions to company management, manage the projects)
- Manage the legal processes related to HCPs personal data processing
- Management and implementation of all processes related to Sales Force and Business Effectiveness, as follows:
 - Design and deliver company and people performance analysis; consultancy and support for all business units
 - Sales force training and support on the Sales Force Effectiveness projects (ex. Introduce iPads for commercial teams for assure commercial effectiveness);

- Trainings about CRM application support, basic selling skills, and related to the implementation of tools and processes to business effectiveness
- Setting and providing periodic reports and conclusions related to KPIs activity for field force
- Implementation of a new model for allocating sales targets to field force, calculating quarterly and monthly sales targets and sales reports
- Setting and promoting effective working tools for field force, both for generics and branded business: territory business plans, medical visit model, coaching reports, sales and activity dashboards
- Provide expertise and consultancy for the territory alignment, sales team scaling and definition, sales targets and incentive definition, planning and tracking performance KPI
- Develop specific business intelligence tools and dashboards both for generics and specialty business
- Participates in business plan preparation and implementation along with the field force
- Identifies performance issues for individual territories and develops improvement plans

AREA SALES MANAGER

TEVA Pharmaceuticals, Bucharest, Healthcare, June 2011 – August 2012

- Managing 10 direct reports, medical and sales representatives, in Bucharest and South area
- Promotional and sales activity in several therapeutically areas: cardiology, osteoporosis and endocrinology
- The important duty of mine was to implement the national and regional strategies for the promoted products.
- I was responsible for the hiring, training and development of medical and sales representatives, their performance evaluation and compensation, and efficient and effective account targeting and coverage.
- Provide timely feedback to senior management regarding performance and market behavior; sales and activity reports for team and proposals to increase performance team activity

AREA SALES MANAGER

SANDOZ Pharma, Bucharest, Healthcare, Jan.2008 – Jun 2011

- Area sales manager for a team of 10 medical and sales representatives in Central – South area (Prahova, Arges, Brasov, Dambovita, Covasna)
- Recruit and trained a new sales force, reorganize territories on matters of sales effectiveness
- Develop, maintain and increase relationships with wholesalers for Sandoz products, identifying new business opportunities
- Manage and develop relationships with local KOL
- Designing individual performance objectives (qualitative and quantitative) and follow up the implementations; Driving the implementation of local commercial strategies through the field force
- Coordinating the implementation of brand strategies for the top promoted products and new lunches.

MEDICAL REPRESENTATIVE

SANDOZ Pharma, Bucharest, Healthcare, Jan.2007 – Dec.2007

- Carrying – out promotion activity to targeted clients
- Promoting cardiology portfolio in Prahova and Dambovita counties
- Implementing sales and marketing strategies in order to achieve annually target
- Achieve and maintain good relationships with the KOL's within the territory
- Establishing and enhancing business relationships with distributors, pharmacy chains
- Being awarded with Best Medical Representative for the third and fourth quarter of the year 2007

MEDICAL REPRESENTATIVE

NOVARTIS PHARMA SERVICES, Bucharest, Healthcare, Jun 2005 – Dec.2007

- Promoting cardiolgy portfolio in Prahova and Dambovita counties
- Being awarded with Creative and Innovative Medical Representative of the Year 2005
- Impose Cibacen and Lescol as first choice in cardiovascular treatments.

MEDICAL REPRESENTATIVE

BAYER HEALTHCARE (currently Bayer Schering), Bucharest, Healthcare, Feb.2004 – Jun.2005

- Promoting dermatology, cardiology, surgery, diabetology portfolio for the beginning in Bucharest area and after that in central-south part of the country (6 counties)
- Launched Adalat CR in target area and impose it like first choice in cardiovascular treatments

CALL CENTER SUPPORT

FLAMINGO COMPUTERS S.A., Bucharest, IT, Jan.2001 – Dec.2002

- Sales and technical support for end-user customers

MAIN TRAININGS

Teva Pharmaceuticals

- Scotwork Negotiation Skills, Advanced Course,
- Business Planning, Coaching & Management Skills,
- Situational Leadership II, Blanchard International
- Performance Management, Create a Performance Management Culture

Novartis Pharma

- Performance Frontier
- Presentations Skills
- Novartis Selling Excellence

Sandoz

- Sales Techniques & Client Management
- Coaching and People Management
- Leading at the front line (M1)
- Best Practice Management
- The manager's role and time management,
- Intelligent Coaching Techniques
- Intelligent Techniques and Communication Sales

Bayer Pharmaceuticals

- Relational Phenomenon - efficiency and progress

LANGUAGES:

Romanian native

English advanced

Available for travel and relocation, within the country or outside