

# Anis Gandhi

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## Education

### Master of Business Administration (2008)

Indian Institute of Management, Kozhikode

Majors: Marketing | Minors: Operations

### Bachelor of Pharmacy (2005)

K. M. Kundnani College of Pharmacy

### Higher Secondary Certificate (2001)

Jai Hind College

### Secondary School Certificate (1999)

St. Xavier's Boys' Academy

## Interests & Activities

### Music

Played with 'Spook', performed across India, composed, launched 2 albums – Underwaterseabird & Lyrical Cynic. Awarded 8th Grade in Keyboard (highest certificate) from Trinity College of Music, London. Top score of 80 in India. Established Music Committee & the college band 'Xzethy', runners-up at Channel [V] India LaunchPad. Play keyboard, guitar, tabla; learning other instruments.

### Adventure

Rickshaw Run – Drove a rickshaw around India for charity.

Chadar Trek – Did the toughest trek in India.

Oxfam Trailwalker – Trekked 100km in 48hrs for charity.

### Sport

Captained college Cricket, Tennis and Table-Tennis teams, won all-Mumbai cricket tournament.

Gold Medallist in Goju-Ryu Karate-Do.

### Design

Visual design of brands, logos and marketing material for Microbar, Royal Chemists, Triptomania and Travelling Magpie. Product packaging design at Microbar.

Member of Management / Cultural Festival Committee at IIMK, organized annual management fest.

### Social Work

Consultant at V. S. Gandhi Charitable Trust.

Fundraising for causes through challenges.

### Interests

Adventure, Extreme Sports, Barefoot Running, Fitness, Reading, Etymology, Music, Sport, Surfing, Wind-Surfing, Solo Travel, Backpacking, Trekking

### Skills

Business Development, Strategy, Management, CRM, Team Development, Marketing, Procurement & Sourcing, Sales, Design, Product Development

### Languages

Proficient – English, Hindi, Gujarati, Marathi

Learning – Spanish, Portuguese, French

## Summary

Anis has headed a global division for a top-5 radiology brand, growing revenues by 3x for a decades old product range in a declining industry. He has also managed one of India's leading retail pharmacies, implementing a retail ERP system and working on an e-pharmacy model. Flat hierarchies have allowed him to thrive with a variety of responsibilities – from marketing, sales and product development to manufacturing, sourcing and logistics, where he can tangibly influence the company's growth. With a keen eye for design & detail, he understands market requirements while focusing on customer delight as his north star. Developed a strong base in content creation & media, having worked on Radio & TV ads, composed and launched albums performing with his band, Spook, across India. A lifetime of sport has given him a competitive edge and an insight into working with teams.

An adventurer at heart, he is comfortable diving into the unknown and is looking to utilize his skills in enhancing people's lives with tech-based companies.

## Career

### Head - Business Development at Eskay Apr 2010 – Oct 2016 (6 years 7 months)

A 50-year Pharma company with revenues of US\$ 25 million in over 50 countries.

- Managed the Global Radiology Division – 'Microbar', the No.1 brand in India, Top-5 brand worldwide.
- Expanded from single brand to a 6-brand portfolio
- Boosted revenues to 3x in 5 years for a 40-year old brand in an 80-year old industry
- Achieved record revenues in 2012, 2013 (2x) & 2015 (3x)
- Managed marketing, sales, strategy, logistics and customer relations in 35 countries over Latin America, South-East Asia, Africa and the Middle East
- Identified, entered and developed new markets through strategic partnerships
- Set up 'Greyfield' WHO-GMP-approved factory for formulation manufacture
- Managed factory construction, sourcing & installation of machinery, creation of division-specific teams
- Participated & supervised successful US-FDA Audit of the factory
- Handled production scheduling, sourcing of RM/PM and logistics
- Redesigned product packaging for the entire range to match cGMP norms (developed proprietary primary packs, multi-product tertiary packs, and uniform scalable artwork)
- Upgraded packing line from manual to semi-automatic systems by research & evaluation of vendors & machinery, installation & training of workers

### Partner at Royal Chemists Oct 2006 - Present (10 years 4 months)

General Pharmacy (26 employees) serving 1000 customers a week locally and nationally with average weekly sale volumes of above 5000 medicines.

- Established an ERP system to reduce inventory by 30%, maximize stock turnover, reduce customer throughput time by 4 minutes, improve CRM services, manage vendor & customer databases and augment staff knowledge
- Revitalized brand while retaining its traditional charm and values
- Quantitative and qualitative data collection of customer purchasing habits through surveys to predict sales patterns and improve stock and service levels
- Developed online presence with a website, enabling online orders & enquiries
- Developed the 'Personalized MediCare' module to simplify customer requirements
- Created a 'Corporate Supply Division' for corporations and shipping companies
- Started an Export Division for foreign tenders via Consulates and Embassies
- Tie-ups with e-Pharmacy models for a more customer-centric service approach
- Liaised with FDA representatives for standardized regulations for online Pharmacies
- Piloted and implemented hyper-local delivery model as an extension of e-Pharmacy
- Evaluated acquisition of an e-Pharmacy startup for improved customer experience