

RESUME

V. Karthik

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Founder Director of Apex Laboratories Ltd., has over 34 years of experience in pharmaceutical marketing.

He is a Chemistry graduate and specialized in Marketing Management, Advertisement Management and Product Management.

25 years back, he identified that Zinc would play a major role in human medicine and accordingly concentrated in Zinc based products and developed strategies to promote them effectively. Today, the product Zincovit marketed by him has reached all India No.1 position in its category as per the latest O.R.G. reports.

He developed himself as a sales trainer and regularly conducts sales training programmes.

His talents have been recognized and he is being invited to conduct sales training programmes for other pharmaceutical companies.

For the past 25 years, he has actively learnt Transactional Analysis and he had undergone advance training in transactional analysis. He is the past President of Transactional Analysis Study Circle at Chennai, a 27 year old organization dedicated for the study of Transactional Analysis. He was also the governing council member of Institute for Counselling and Transactional Analysis at Cochin.

He is also a member of International Transactional Analysis Association, Sanfrascisco, United States. He regularly conducts workshops and training programmes in Transactional Analysis both National and International Conference in various parts of the country.

He is a visiting guest faculty for MBA Students in G.R.Dhamodharan Institute of Management Studies, Coimbatore. He has also given guest lectures for companies like Simpson & Co., / Indian Bank Staff Training College, etc., He has contributed Management articles in Business magazines. He has written a series of articles on Relationship Marketing in a Tamil Business Magazine called "VALAR THOZIL", which is to be published as a book in a month or two.

His workshops on the revival of sick units using Transactional Analysis principles have been widely appreciated. Right now, he is engaged in developing 3 days workshop on the revival of sick units.