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| Executive Summary: IIM graduate and Marketing professional. 9.5 years of experience, having exposure to markets across India in Medical Devices/Diagnostics & Pharmaceuticals. Adept at ATL, BTL & Digital initiatives, I am a result oriented, timeline focussed, Process adhering professional driven by data/ analytics & customer insights.  |
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| Educational Background, Internships, Live Projects, Awards & Responsibilities (1993-2011) |
| IIM Kozhikode, PDGM (2009-2011)* Larsen & Turbo (May- June 2010, Internship): Evaluated business potential for L&T’s portfolio for US nuclear power plant equipment market; potential strategic collaborations with US firms. Forecasted number of plants expected to undergo uprates/ refurbishment. Published paper in IIM Shillong Business Journal on this case.
* Live Projects: Knowledgefaber Consulting (White paper on ‘Branding for Schools’); Neuve Consulting (Financial Projections for a new venture)
* Winner- Unilever Unplugged (Case study contest)
* CAT 2008 percentile: 99.47; CGPA: 2.77/4.33
* Founding Member of Theatrix- the theatrical society of IIM K
 | **Panjab University, Chandigarh, BE Chemical (2005-09)*** Indian Oil Corporation Ltd. (2008, Internship): production process, maintenance, storage & QC; process design to lower emissions of HG unit using Clean Development Mechanism
* Ind Swift Labs. (2007, Internship): Product pricing for bulk Purchases
* Scientific Paper Presentations: ‘Role of IT in Environmental Sustainability’(ConGenNext’07), ‘IPR in Biotechnology’ (Esoterica’06)
* Awards: College Champion- Career Launcher Tycoons (Quiz), Debate (Cyanide, Polymic), Clay modelling (Cyanide), Group Discussion (PecFest), Organizer (Cyanide- Tech & Cultural Fest)
* 79%. submitted thesis on paper & pulp industry

**Oak Grove School, Mussoorie, Class III-XII (1993-2003)*** President Debating & literary society, Editor (School Magazine), Debating champion, House Captain, Prefect
* CBSE: 85% in Class X and 72% in class XII
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| Professional Experience (2011 - current) |
| Abbott - Rapid Diagnostics (Alere): Marketing Manager  | July’14 – Present (Current Role, Gurgaon) |
| Leading Marketing and supporting Business Dev.& Business Excellence for Cardiometabolic team - Point of care (POC) portfolio with IVD products. * Marketing Strategy & Action: 5-year projections; Growth/ Defend Strategy as per PLC. Driving profitable growth. New Sales models-SSS; Market Research; Covid-19 Digital focus
* Marketing & Brand plans, GTM, campaigns, Advocacy, KOL engagement, Product launches (3+ 1 ongoing), FDA Recall (1)
* Promotion & cust. engagement: Conferences & Exhibits, KOL Speaker Programs, Panel discussions, Advisory boards, customer testimonials, Scientific studies & guidelines. CMEs, Customer Product Education & Training, Live Testing Camps, Celebrity endorsement & campaign
* Digital initiatives: Third party virtual events & Product Trainings, Virtual scientific talks, Supporting myPOCacademy, Afinion Club campaign, E-commerce tie ups for Alere G1
* Retail/ OTC initiatives-G1 (2015-16):Branding- Posters, signages, shelf space; CAPs; in shop Patient education and Free testing camps; Schemes & Offers;
* New Launches: Alere G1, Afinion AS100, Afinion 2, Covid IGG Elisa; Relaunch- Cholestech LDX. Budget, forecasts, pricing; Pre-launch & Limited Mkt Release, Focus Group Discussions, Advisory Boards; Channel partner reach outs; Journal ads; STP, Communication plan and promotional inputs; Training and tracking of initiatives
* Field Force Engagement/ Sales Support: Annual Meets/Awards, Theme Videos & Collaterals; Quarterly Newsletter, Sales leader board; Slide decks for BD, training
* Business Development/ Key Accounts: Support to convert Chain labs, clinics, large institutions, Govt. accounts, tenders
* Business Strategy: Strategic thought and dialogue, Strategic roadmap, implementation and tracking, BU head presentation decks for APAC/ Global meets
 | * **Sales & distribution support:** Budget planning, phasing, & LBE projections, Sales reviews, Pricing, Schemes and Offers, Demo Goods, business cases, Analysis & reporting; contract & agreements for Leasing/ rentals.
* **Corporate**/ **Pharma collaborations-** Patient screening camps & research projects. Business Proposals & pricing. Project management-planning, monitoring.
* **Technical Services Lead (2018-19):** Service SOPs, complaint management, installation database/warranty management. LIS/HIS integration support. Third party enabled service. Installation/ maintenance best practices
* **SAARC countries:** Marketing, Training, Onboarding support, CKD screening project with Sri Lanka Govt-2015
* **Inside sales:** Tele calling for lead mgmt. Significant contribution to customer acquisition and Rev growth
* **Awards:** 2018 ARDx APAC CM Award; 2016 APAC President’s Club Award- focus product: Afinion
* **Career progress:** Promoted to Marketing manager from Product Manager in April 2016.
* **Growth and Company info:** High double-digit growth. High mkt share gain in A1C, Blood Glucose, lipids mkt. GTM strategy for key accounts, Corp & Govt customers. **Over 4X revenue growth in 5 years in current business (2014-19).** Alere got acquired by Abbott in Oct 2017. Abbott is the current world leader in Rapid/PoC testing. Afinion & LDX are segment leaders.
* **Customer Retention:** Regular time bound feedback, warranty extension and buyback programs, In-clinic patient education
* **Training & Development:** Sales team, distributors, vendors, customers, Understand need to organizer third party trainings (Miller Heiman, Hero Mindmine )
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| Quest Diagnostics: Product Manager reporting to business head  | Jan’14 – July’14 (Gurgaon) |
| Managing Specialty Portfolio: Women’s health and Ob-Gyn, Allergy, Genetic tests* Strategic advocacy, Conference & exhibits, scientific sessions, CMEs/RTMs (30+ -INSUOG, RCOG etc.) Focus group workshops at key Conferences and Hospital accounts for NIPT- a genetic non-invasive, pre-natal confirmatory diagnostic test. Customer Pricing, Contracting & Onboarding support.
* Trainings & Assessments. Business cases- placing phlebotomists, opening collection centres
* New Launch Roadshows, Institutions &/or test panel focussed campaigns, Journal ads,
* In-account /Outdoor Branding at customer, Placement of co-branded material at customer accounts- Posters, hoardings, digital signages and patient education material etc.
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| Pfizer: Country Portfolio Manager (Asst. Product Manager) | June’11 - Jan’14 (Mumbai) |
| Respiratory (April’ 13- Jan’14): Cough Syrups & anti-allergic portfolio* Cough portfolio: Corex Dx & Broncorex with OTC & Rx focus). Anti-allergics. Rational Rx- Differential cough diagnosis campaign; Flash Detailing; Promotional Schemes;; High Rx double-digit growth from TG
* Retail promotion: in-store branding; CAPs: Chemist/ Retailer awareness programs, Delux Connectz: Stockist engagement program. Retail magazine ads; led to High OTC growth and expansion in number of retail outlets
* Customer insights, Brand plans, product strategy; Seasonal/Geog. Focus; Promotional strategy & execution; Customer engagement- CMEs- ISP- live webcast. Sales aids for In-clinic disruption,

Neuroscience-CNS (June’12- April’ 13): Ativan (Anxiolytic/ hypnotic) & Launched Neurospecial (multivitamin)* ATIVAN- Rank #1 Lorazepam – Helped Reverse growth trend (-ve to +ve) based on customer insights driven marketing, Brand plan, promo strategy & sales aids, Product differentiation, IMS data analysis & reporting; Launched NEUROSPECIAL – (Multivitamin- Becosules Line ext). Neurology Segment (April’13):
* Additional: Annual BU theme-video and collaterals; Field force engagement plan for 2013 & 2014

Management Graduate Program (June’11- June’ 12)- Asst. Manager* Sales experience followed by projects with various Businesses- Speciality, Commercial, Established Products
* Speciality: Pediatric Hormones- Market expansion for Genotropin; Oncology- Mapping Govt business opportunities & Funding opportunities for Cancer Patients for Sutent.
* Commercial: Allocating distribution expenses on ABC principles to various business units, Drafting Institutional business SOPs, Compiling Tenders Portal Data for India and Neighbouring markets.
* Established Products: Product Development & Pre-Launch of Becosules line extensions- assisting in formulation, packaging, regulatory compliance and establishing Target Segment; Preparatory work for Pfizer Respiratory business- assisting in finalizing portfolio, establishing business rationale, projections and target segments
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* **Strengths:** Customer centric & ROI driven Healthcare Marketing, Data driven Solutions, Commercial Excellence,
* **Trainings:** Miller Heiman (SPIN selling) & Hero Mindmine (SPANCO funnel management); Ken Blanchard (Negotiation; Value Selling)
* **Skills:** Tableau, Salesforce, SAP (limited understanding); MS office- Excel, PowerPoint. word
* **Continuing Education:** Essentials of Global Health (Yale University, via Coursera; 10 week certification); Elements of Artificial Intelligence (University of Helsinki, Virtual certificate course); Fundamentals of digital marketing (Google Certification; over 40 hours certification; in progress); Exercising Leadership: Foundational Principals (HarvarX, course access only with free version, no certificate); Marketing in a Digital World (University of Illinois, Coursera, access only with free version, no certificate)
* **Hobbies-** Amateur Theatre artist/ actor:Performed for Manchtantra Society 2006; Punjab university: Performed for Department of Indian Theater 2007, Youth Festival 2007 and directed a street play for Cyanide Fest 2007. IIM Kozhikode: Member of Theatrix, organized theatre workshop – Curtain Call. 2010-11