**Anurag Parashar**

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# PROFESSIONAL EXPERIENCE

## MarketsandMarkets (Venture-backed market research and management consulting firm) June 2019- Present

Associate Engagement Partner

* Developed a geography expansion framework for Celltrion; formed a crucial part of USD 170,000 project.
* Planned a primary market expansion framework for Aspen Pharmaceuticals; formed a crucial part of USD 35,000 project.
* Managed a cross-functional team of senior research associates, research analysts, and graphics team.
* Generated 16 qualified opportunities in the sales pipeline within 6 months using BANT framework.
* Improved and led email marketing campaign for the healthcare B2B engagement; increased outbound efficiency by 60%.
* Promoted in 8 months to work with North America healthcare team.

## Alembic Pharmaceuticals (Indian multinational pharmaceutical company) May 2018- Sept 2018

Sales and Marketing Intern

* Revamped and spearheaded institutional sales business; contributed ₹ 2 L+ to the revenue flow of Elena department.
* Analyzed data from 50 gynecologists and used the output to guide marketing and product strategies; increased customer base by 35%.
* Advised a major pricing restructure for Richglow by redirecting focus on consumer willingness to pay; resulted in 40% price reduction.
* Successfully recommended visual aid modifications for Crina NCR (India’s first controlled released AUB medication).
* Curated a personalized marketing campaign for KOLs in Pune; improved customer engagement.

# PROJECTS

## Digital Launch Strategy for PheezeeHome™ June 2020

## Developed a digital launch strategy of a telehealth application for Startoon Labs, a medical devices company.

## Pharma Pricing Regulations across Countries April 2019

Created a report on the pricing structures and regulations for pharmaceuticals across the globe to consolidate the Indian pharma pricing policies.

## Gynecologists’ Perception Analysis June 2018

## Researched and analyzed data on gynecologists’ perception of AUB therapies to guide marketing and product strategies of Alembic Pharmaceuticals.

## Oncologists’ Perception Analysis September 2017

Researched and analyzed data on oncologists’ perception of biosimilars on parameters like safety, efficacy, and interchangeability.

# EDUCATION

## NMIMS, SPP SPTM MUMBAI June 2016- May 2019

**M. Pharm** (Quality Assurance) & **MBA** (Healthcare and Pharma Tech Management), 3.43/4.0 GPA

* Received A+ grade for the management internship program.
* Designed a detailed Brand Plan for Duphaston.
* Synthesized and characterized chalcone derivatives to overcome multiresistance in cancer.
* Music Club: Vocalist and Rhythm Guitarist.

## Pune University May 2012- April 2016

**B. Pharm**, 68%

* Registered pharmacist with Maharashtra State Pharmacy Council (Reg No: 238115).
* Interned at Hindustan Antibiotics; Performed QC tests on Amoxicillin for flood victims in Uttarakhand, India.
* Developed characterization method for Celiprolol HCL, a beta blocker used in the treatment of high blood pressure.
* Elected class representative; addressed various issues faced by the student to the college authorities.
* Attained top 3 position in the academics consistently for 4 years.

# CERTIFICATES & SKILLS

**Certificates:** Advanced MS Excel, ICTRD Certified Professional Digital Marketer, Sales & Marketing NMIMS, PwCData Analysis and Presentation Skills, Tableau Author, IBMProfessional Certificate in Data Science, and SPSS.

**Skills:** IQVIA & AWACS data analysis, brand management, market intelligence, customer targeting, problem solving, user persona development, pharma institutional business development, team management, presentation skills, scientific communication skills, interpersonal skills, brand positioning, data visualization, business analysis, CRM, project management, SPSS, SAS VA, Power BI, google digital marketing and analytics, content writing, visual aid modifications.