

*Product Manager with 4+ years of cross-functional leadership in CGT, diagnostics, and endovascular innovation, driving product vision, lifecycle management, and commercialization from preclinical development through post-market success. Skilled in translating scientific and clinical insights into differentiated strategies, aligning R&D, regulatory, and business goals to accelerate adoption, strengthen global competitiveness, and deliver measurable patient and portfolio outcomes.*

**RELEVANT EXPERIENCE****NPLB Biotech Fellow | No Patient Left Behind | Sep 2025 – Oct 2025****Remote, MD**

- **Health Economics & Access Strategy:** Leading cross-functional research to design policy and incentive frameworks that accelerate affordability and access to breakthrough biomedical technologies, integrating health economics, regulatory pathways, and multi-stakeholder perspectives from innovators to payers.
- **Value-Based Commercialization Leadership:** Developing an evidence-based affordability and reimbursement model linking clinical innovation to patient outcomes and payer value, informing future pricing, market access, and adoption strategies for next-generation therapeutic and diagnostic products.

**Regional Commercial Product Marketing Co-op | Agilent Technologies | Sep 2024 – May 2025****Wilmington, DE**

- **Strategic Portfolio Leadership:** Shaped commercialization across 110+ high-value bioprocessing and cell analysis opportunities (TAM ~\$249M+), using primary research, stakeholder interviews, and secondary data to inform GTM prioritization and accelerate pipeline velocity by 22%.
- **Customer & Market Intelligence Governance:** Architected VOC and segmentation frameworks from 50+ clinician and researcher engagements, institutionalizing persona-driven insights that informed adoption strategies for Agilent's Seahorse XF metabolic analyzers and xCELLigence RTCA Cardio platforms used in cardiovascular and metabolic disease modeling.
- **Product Strategy & Lifecycle value management:** Spearheaded post-launch roadmap optimization for Agilent's Infinity III LC Series, leveraging VOC insights, competitive benchmarking, JTBD analysis to refine feature priorities, PAT support, and ensure differentiation through data-driven enhancements.
- **Cross-Functional GTM & Road mapping:** Leveraged VOC and competitor benchmarking (Roche, Leica) to shape launch positioning strategies, service blueprints, and go-to-market execution plans with Sales, R&D, and Commercial teams, enabling 12% uplift in stakeholder engagement.
- **Evidence-Based Brand Strategy:** Oversaw integration of clinical application data and in-vitro cardiomyocyte analysis (Seahorse XF and Dako IHC markers for VEGF/angiogenesis) into compliant marketing claims, reinforcing credibility under ISO 13485 and enabling differentiation in the cardiovascular research workflow.
- **Data-Driven Business Cases & Dashboards:** Built NIH API-fed dashboard integrating 750K+ funding datapoints for Omnis and Synergy assays, modeling demand, pricing elasticity, and ROI, informing lifecycle strategies for \$1B+ diagnostics, cardio metabolic research, and bioprocessing portfolio.  
⇒ *Project initiated by CEO & CMO: Presented to executive leadership for portfolio strategy.*
- **Competitive Differentiation:** Integrated sustainability messaging and VOC feedback into multi-region GTM campaigns, developing dashboard tracked KPIs & A/B content testing; delivered 23% campaign ROI and differentiation in biopharma instrumentation markets.
- **Center of Excellence Campaign Strategy:** Developed and launched a data-driven campaign across six North American Centers of Excellence using Cytation, Lionheart, and Synergy demo units, leveraging segmentation, VOC insights, and roadmap analytics to craft targeted messaging; the initiative delivered a 32% uplift in lead conversion & brand awareness, strengthening Agilent's market position in competitive accounts.

**Global Product Manager | Dolphin Lifescience India LLP | June 2021 – Aug 2023****Bharuch, GJ**

- **Global Portfolio Leadership & Business Growth:** Directed strategic planning, commercialization, and lifecycle management of a \$7.2M global endovascular portfolio (PTCA balloons, DES, guidewires, sheaths, compression systems), achieving 21% YoY revenue growth across Asia, MENA, and EU.
- **Product Vision, Positioning & Differentiation:** Defined product vision and value proposition through competitor benchmarking and market analysis, positioning Dolphin's vascular portfolio for superior clinical performance and driving a 28% rise in brand equity.
- **Cross-Functional Development & Regulatory Alignment:** Collaborated with R&D, clinical, regulatory, manufacturing, and commercial teams to ensure CE-readiness and technical compliance under MDR and ISO 13485, achieving 100% first-time-right product certification.
- **Market & User Intelligence:** Established a VOC framework integrating clinician, distributor, and patient insights; synthesized data into actionable design requirements that accelerated product optimization cycles by 25% and improved usability scores by 30%.
- **Lifecycle Governance & Risk Mitigation:** Built post-market surveillance and complaint-trending dashboards aligned to MDR vigilance systems, reducing adverse event frequency by 42% and strengthening lifecycle visibility across the product line.
- **KOL & Stakeholder Engagement:** Engaged with 45+ cardiologists, vascular surgeons, and patient advocacy groups to validate product performance, refine messaging, and accelerate clinical adoption—shortening onboarding time by 30%.
- **Market Access & Business Development:** Partnered with health-economics and strategy teams to craft reimbursement dossiers and market-entry frameworks, securing first-time approvals in three new markets and expanding TAM by \$9M.
- **Go-to-Market & Commercial Enablement:** Designed GTM blueprints integrating digital campaigns, distributor training, and pricing strategy; improved funnel velocity by 22% and established Dolphin as a trusted partner in cost-effective endovascular care.
- **Competitive & Trend Intelligence:** Monitored global market trends, emerging CGT technologies, and competitor innovations, informing executive decision-making and guiding resource allocation toward high-growth life-science applications.
- **Scientific Communication & Event Leadership:** Collaborated with executive and lab teams to create technical marketing content, white papers, and KOL-led webinars, representing Dolphin at TCT Asia and Arab Health 2023, which increased inbound partnership inquiries by 46%.

## Kartik Pandya

(410) 469-0205 | [kpandya1799@gmail.com](mailto:kpandya1799@gmail.com) | [LinkedIn](#) | [Google Scholar](#) | [Product Portfolio](#) | [Tableau](#)

- Product Design & Development Engineer - GMT | Shilchar Technologies Pvt. Ltd. | Sep 2020 – June 2021** **Vadodara, GJ**
- **Product Innovation & Engineering Leadership:** Championed end-to-end design and commercialization of transformer-based electromechanical systems, reducing production waste by 16 % and cycle time by 12 % through lean engineering governance.
  - **Cross-Functional Program Execution:** Directed engineering, procurement, QA, and sales workstreams across 45 + BIS and ISO-certified programs; maintained 98 % on-time delivery through standardized stage-gate controls.
  - **Customer Value Optimization:** Drove voice-of-customer integration into design requirements, enhancing performance and user satisfaction scores by 25 %.
  - **Cost & Profitability Analysis:** Conducted pricing analysis, regression forecasting, and competitive benchmarking to optimize sourcing and portfolio positioning, achieving 12% YoY cost savings and guiding data-driven GTM and investment decisions.
  - **Design Control Compliance:** Authored and maintained design input, verification, and change-control documentation per ISO 9001, laying the foundation for subsequent CE and MDR design system integration.

## **ENTREPRENEURSHIP**

- Co- Founder | Bintelligent(Incubator Program – Johns Hopkins University) | Oct 2023 – May 2024** **Baltimore, MD**
- **Product Management:** Led the development of an intelligent waste segregation system, integrating IoT devices with AI algorithms to achieve 93% detection accuracy, ensuring seamless interaction between hardware & software analytics for optimal performance.
  - **AI Software:** Led design of SaaS waste intelligence platform, defining product architecture to enable real-time tracking, contamination detection across 8 waste types, predictive modeling, optimizing resources & improving sustainability KPIs across pilot sites.
- Data Analyst | Trainty | May 2024 – Aug 2024** **Remote, MD**
- **Data Visualization (Life Science):** Developed an AI dashboard integrating clinical trial data and automated lab inventory workflows, enabling forecasting of reagent demand, reducing supply chain delays by 22%, while aligning product strategy with R&D priorities.
  - **Business Analysis (Healthcare):** Directed an AI-driven patient engagement analytics platform that automated segmentation of 1M+ health records, optimized personalized campaign targeting, and increased therapy adoption rates by 15%, reinforcing data-informed product roadmap decisions.

## **CORPORATE INNOVATION & PRODUCT STRATEGY ENGAGEMENTS**

- Clinical Product Research | Johns Hopkins Medical Institute | Jan 2025 – May 2025** **Baltimore, MD**
- **Patient-Centered Medical Device Innovation:** Conceived, designed, and validated NeuroBrace, a head-mounted neurotherapeutic wearable integrating IMU, EMG, and FSR sensors with adaptive haptic feedback to monitor and suppress cervical dystonia spasms — achieving 50% reduction in involuntary motion frequency and a 40%+ improvement in patient comfort and mobility in pilot testing.
  - **Clinical Validation & Market Readiness:** Conducted usability studies with neurologists and physical therapists, coupled with market and reimbursement analysis demonstrating a 3x cost advantage over pharmacologic interventions, positioning NeuroBrace as a scalable, patient-accessible solution for neurorehabilitation markets.
- Product Management | Motorola Solutions | Jan 2024 – June 2024** **Baltimore, MD**
- **Competitive Positioning:** Benchmarked healthcare security strategy against Axon and others, exposing gaps in privacy compliance and real-time notifications; delivered insights that drove product differentiation, informed roadmap for 6% market expansion in the \$1.5B healthcare segment.
  - **Customer-Driven Commercialization:** Engaged healthcare providers to translate 20+ pain points (Response delays, data gaps) into feature requirements; aligned GTM teams to accelerate launches, positioning Motorola to capture \$500M+ in EMS & healthcare leads.
- Product Go- to -Market Strategy | International Iberian Nanotechnology Lab | Dec 2023 – May 2024** **Braga, Portugal**
- Market Analysis of H<sub>2</sub>S Sensor Applications for Environmental and Industrial Safety – Raman Spectroscopy Product*
- **Product Prioritization:** Built a weighted framework (40% market, 35% technical feasibility, 25% strategic alignment) to assess six applications, quantify adoption scenarios, guide leadership to reallocate 30% resources toward healthcare and energy growth markets.
  - **Differentiation & Positioning:** Executed benchmarking across 15+ players, applying a feature gap matrix on IoT integration, accuracy, and compliance; positioned the sensor as a premium market entrant projected to drive adoption cycles by 22%.
- Competitive Market Intelligence Strategy | AstraZeneca | Oct 2023 – Dec 2023** **Remote, MD**
- **Customer/User Persona:** Translated insights from 47+ oncology stakeholders and patient interviews into personas, mapping needs like affordability, accessibility, and usability to RPM solutions; shaped customer-centric requirements that improved clinical trial efficiency by 17.4%.
  - **Competitive Benchmarking:** Evaluated 100+ RPM solutions across 27 clinical & technical parameters using a scoring framework; delivered recommendations that positioned AstraZeneca to adopt oncology monitoring tools aligned with evolving trial demands.

## **TECHNICAL AND PRODUCT SKILLS**

**Product Certifications:** Certified Scrum Product Owner, Agile Methodologies, Lean Six Sigma, Six Sigma Marketing, AI for Product Management, Product Marketing, HubSpot SEO Certified, Google Digital Marketing Certificate, Market Intelligence, Biotech Unveiled: Understanding the U.S. Biomedical Innovation Marketplace and its Global Role

**Product Frameworks:** SWOT, White Space, RICE, MoSCoW, JTBD, AARRR, MECE, OKRs, KPI, Kotter's 8-step, Churn Analysis, Funnel Analysis, Chasm Model, 4Ps, 7Ps, Value Proposition Canvas, Blue Ocean Strategy, Customer Persona Mapping

**Technical Skills:** Tableau, Power BI, Spotfire, SAP CRM, Figma, Qlik, Pivot tables, Microsoft Office, Salesforce, Google Analytics, JIRA, SQL, R, SharePoint, AutoCAD 2D & 3D, Solid Works, Solid Edge, Inventor, Creo, Ansys, SAP ERP, CFD, FEA, Miro, Zoho

## **EDUCATION**

- Johns Hopkins University** **Baltimore, MD**  
*Master of Science, Engineering Management (Smart Product & Device Design – Clinical Diagnostics)*
- Gujarat Technological University** **Ahmedabad, GJ**  
*Bachelor of Technology, Mechanical Engineering (Product Design)*