

**Purnima** is a **Senior Business Analyst, Product Owner and Solution Lead** with **16 years of experience** in IT industry. She has over 6 years experience as a solution design lead & business analyst for high impact systems in Pharma Clinical R & D domain. She has worked directly with senior executives of fortune 500 companies to **facilitate design and requirements workshops for multinational teams**. A technology graduate, she has 10 years experience in technical roles as Software Engineer, Tech Lead and Tech. Project Manager. She holds a **PG Dipl. in Design Thinking & User Centred Design** from **Srishti** School of Art, Design & Technology, Bangalore, India ( 2013-14) and a **PG Dipl. in Computer Science** ( 1994-96), SIMSR, Mumbai.

**Experience**

**Product Manager, Business Analyst**

* Crafted the **Product Vision, Value Delivery Roadmap, first draft of requirement**s **& RFP Documents**

for initial version of award winning **EDC product**, Syneclin at niche CRO **Syne Qua Non (UK)**

* **Functional Requirements elicitation** for Oracle LSH Clinical Data Warehouse at **Pfizer Inc. ( US)** involving 10 data sources and **multiple stakeholders spread across different geographies**
* **Authored requirements documents** for Standards Metadata Repository at **AstraZeneca (US)**
* **Led efforts for requirements and design of QlickView** based **Analytics dashboard** for **Clinical Trial Operations monitoring and Data Management** at **Forest Labs (US)**

**Innovation and Design**

* Chosen by **AstraZeneca** to be part of their **IT Strategic Design** team. Contributed to the clinical trial results interpretation module leading to integration of all stakeholders in molecule –to market journey.
* **Drafted Technical Goals & Capabilities, Reference and Target Architecture** as a part of Transformation to next generation in R&D space’ initiative at **Sanofi-Aventis( US)**
* Completed a t**hesis on design thinking and user participation in computer systems design** as full time student at **Srishti School of Design** in 2013-14

**Software Engineering and Project Management**

* Offshore **Tech Lead** for **JANUS based CDR/CDW for Merck (US)** , team size up to 20
* Offshore **Technical Project Manager** for **Clinical Trial Data Migration Tool** to convert legacy

standards based data to CDISC standards for **Merck (R & D Clinical) (US),** team size up to 25.

* **Offshore Tech Lead for SAS based tool** for converting legacy datasets to SDTM for **Novartis (US)**

**Employment History**

**Employer From To Highest Designation Location**

(Independent Consultant) Saama Technologies Feb 2019 July 2019 Product Owner & Clinical SME India

Cognizant Technology Solutions ( Business Consulting) Mar 2006 Aug 2012 Senior Consultant US/UK/India

Syne Qua Non Nov 2008 Apr 2009 EDC Product Manager UK

Cognizant Technology Solutions ( Projects) Mar 2006 Jun 2008 Manager—Projects India

Mastek Ltd. Jan 2003 Feb 2006 Sr. Software Engineer India/Uk

Global Tele-Systems Ltd. Sept 2000 Dec 2002 Sr. Software Engineer India

Novasoft Infotech Inc. Nov 1998 Jul 2000 Consultant Programmer US

Siemens Information Systems Ltd. Jul 1996 Nov 1998 System Analyst India

Key Assignments in Life sciences



|  |
| --- |
| I have had the opportunity to work with the end users in Pharmaceutical companies which are ranked amongst top 10 revenue earners in the industry. The visual below provides a broad outline of Clinical R & D work areas. I have used the corresponding colours to indicate some key assignments which constitute my experience in Life Sciences. |
|  |
| **Clinical R&D workareas and my work experience** |

|  |
| --- |
| » Solution design for interpretation modules in Clinical Trial Design and Results Interpretation process for AstraZeneca (UK)  » Creating visual models for integration of strategic programs involved in making drug development investment decisions at AstraZeneca (UK\US) |
| » Product concept development, authoring requirement documents & system design for CDASH\ ODM based EDC product for Syne Qua Non (largest niche CRO in Europe)  » QlickView based analytics design for Clinical Trial Metrics for Forest Labs (US) |
| » Functional Requirements elicitation for Oracle LSH Clinical Data Warehouse at Pfizer Inc. ( US) involving 10 sources and multiple stakeholders spread across different geographies.  » Lead offshore engineering efforts for JANUS based CDR for Merck Research Laboratories (US)  » Managed software development efforts for Clinical Trial Data Migration Tool to convert legacy standards based data to CDISC standards for Merck Research Laboratories (R & D Clinical) (US)  » Lead offshore design and implementation efforts for SAS based tool for converting legacy datasets to SDTM for Novartis (US)  » Authored requirements documents and the RFP documents for Standards Metadata Repository at  AstraZeneca (US) |
| » Drafted Technical Goals & Capabilities, Reference and Target Architecture as a part of ‘ Transformation to next generation in R&D space’ initiative at Sanofi-Aventis( US) |