



Nirav Bhatt

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Summary

Experienced Senior Product Manager with a demonstrated history of working in the pharmaceuticals industry in the domain of brand management & international marketing. Skilled in Marketing Management, Brand Management, Marketing Strategy, Customer Engagement, Market Analysis. Strong business development professional focused in Marketing and an aspiring Marketing Director



Experience

Jan 2017 -
Present

Sr. Product Manager, Troikaa Pharmaceuticals Ltd Gujarat India

- Managing several geographies across Latin America, East Africa, French West Africa, CIS, Asia Pacific & South East Asia markets
- Managing brands in Orthopaedics & Pain Management, Nutraceuticals & Multivitamins, Anaesthesia, , Cardio-diabeto & Gynaecology segments
- Preparing country- specific brand launch plan & country launch plan for several countries as per the regulatory requirements and approvals
- Managing and designing marketing strategies, marketing activities, promotional campaigns, promotional inputs for the brands, annual budgeting exercise for individual country
- Managing & handling the participation in international trade fairs, international conferences, national conferences of several countries in multiple specialties
- Conducting training sessions for product launch, product strategy & promotion for the overseas business partners and field force
- Handling market analysis data for all the countries
- Conducting periodic exercise on the new product pipeline across geographies and proposing the same to the management
- Managing and conducting several symposia to engage doctors from across geographies at one location and conducting the conferences for them

Aug 2016 -
Jan 2017

Sr. Product Manager, Lupin Ltd Mumbai India

- Managed brands in Orthopaedics & pain management, nutraceuticals & multivitamins segments
- Working on the product portfolio management project
- Working for the project on the new product pipeline
- Conducting training sessions for product launch, product strategy & promotion for the field force

Aug 2014 -
Aug 2016

Product Manager, Zydus Cadila Gujarat India

- Managed brands in Orthopaedics & pain management, Anti-infective & Respiratory segments
- Managing and designing marketing strategies, marketing activities, promotional campaigns, promotional inputs for the brands & annual budgeting exercise
- Preparing annual brand plans for the products
- Product launch strategy and meeting
- Participation in national & regional conferences
- Conducting training sessions for product launch, product strategy & promotion for the field force
- Conducting quarterly cycle meets for the field force to discuss brand wise and broad promotional strategy for the period and implementation for the past period

Jun 2011 -
Aug 2014

Assistant Product Manager, Torrent Pharmaceuticals Ltd.

- Managed brands in Paediatrics, Gastro-intestinal, Anti-infective, Respiratory, Nutraceuticals & Multi-vitamins segments
- Preparing annual brand plans for the products
- Managing and designing marketing strategies, marketing activities, promotional campaigns, promotional inputs for the brands, & annual budgeting exercise
- Participation in national & regional conferences
- Conducting training sessions for product launch, product strategy & promotion for the field force
- Conducting quarterly cycle meets for the field force to discuss brand wise and broad promotional strategy for the period and implementation for the past period
- Initiated Torrent Young Scholar Award (TYSA) for Paediatrics in 2013-14 (National level contest for final year PG students across India conducted in 3 phases – Online, Zonal & National)
- Single-handedly managed the Division Portfolio Management Project during 2012-13 & 2013-14 for the financial planning of subsequent financial years
- Carried out Budgeting & Targeting for the division for 2 consecutive financial years 2013-14 & 2014-15 in Torrent
- Part of the team that launched a new division in the segments catering to Paediatrics & Dermatology
- Conducted a project on creation of a task force for Paediatric therapy
- Organising & managing the advisory board meeting of several important customers across the country for the way forward pertaining to the therapeutic segment



Education

Aug 2009 - May 2011

**B. K. School of Business Management,
Gujarat University
MBA- Marketing
(GPA 3.39/4.3)**

Jun 2006 - May 2009

**St. Xavier's College, Gujarat University
Bachelor of Science in Bio-Chemistry
with Vocational Biotechnology
(67.62%)**



Skills

**Product & Brand Management
Market Data Analysis
Promotional Strategy
Marketing & Brand Strategy
Product Launch
Content Writing
International Marketing
Team Management
Strategic Planning & Execution**



Certifications and Extra Co-curricular

- Received "Golden Peacock Award" for the best student from Gujarat University, Ahmedabad
- Undertook Summer Internship Project at Torrent Pharmaceuticals Limited from May-2010 to July-2010 "Evaluation of Perception and Usage of Quinolones for Urinary Tract Infections"
- Undertook Summer Training at Gujarat Cancer Research Institute(GCRI) in May-07
- Undertook training at Xplant (a student-run company of St. Xavier's College) in April-08
- Head of R&D dept. of Xplant during 2008-09
- Member of the Marketing Team of Xplant during 2008-09
- Completed one-year Career Oriented Programme in "Microprocessors & Photonics" during the academic year 2006-07
- Completed one year Career Oriented Programme in "Bioinformatics" during the academic year 2007-08
- Cleared State Talent Search Tests in the consecutive years 2002 and 2003
- Cleared National Science Talent Search Examination(NSTSE) in 2003
- Working as a committee member for TOXA (The Old Xavierites Association), the alumni association of St. Xavier's College, Ahmedabad
- Placement co-ordinator during the 1st year of MBA at B.K. School of Business Management
- Member of the champion cricket team that in Udaan 2018 (Annual Cricket Tournament of Troikaa Pharmaceuticals Ltd.) and runner-up in 2019 & 2020 including 2 Player of the Match awards in 2020
- Represented School & College teams in Volleyball at various levels
- Won 1st prize in the University level Ad-Mad competition organized by St. Xavier's in Dec-08
- Won prizes in the Bhagwad Gita chanting competition organized by The Chinmaya Mission for 2 consecutive years