

# SHUBHARA PILLAI



## Summary

An erudite pharma professional with 20+ years of rich experience in Domestic as well as International markets, with cross-functional experience in Sales, Marketing, New Product Development, Customer Relations, Regulatory and Pharmacovigilance, having worked in reputed Multinational pharmaceutical companies in mid-senior roles.

Eagerly looking for challenging opportunities matching my skill set, along with the zeal to learn more with an open mind.

## Core Functional Areas

Project Management

Regulatory Coordination

Pharmacovigilance

Audits & Inspections

New Product Development

New Business Development

Data Analytics

Customer Relationship

## Personal Skills

Interpersonal Communications

Teamwork

Time Management

Adaptability

Quick Learning

Creativity

## Education

**Master of Business Administration-International Business** (1999-2001)  
Fortune Institute of International Business, New Delhi

**Bachelor of Science – Zoology Honours** (1995-1998)  
Patna University, Patna

**Intermediate – Standard 12<sup>th</sup>** (1993-1995)  
Bihar State Education Board, Patna

**Matriculation – Standard 10<sup>th</sup>** (1993)  
Bihar State Education Board, Patna

### ABOUT MYSELF

#### Date of Birth

23<sup>rd</sup> Feb 1977

#### Nationality

Indian

#### Marital Status

Married

#### Languages Known

English, Hindi - Fluent  
Gujarati, Swahili – Moderate

### MY CO-ORDINATES

#### Phone

+91-9727753099

#### Email

pillai.shubhara@gmail.com

#### Residential Address

A-402, Swagat Rainforest – 1,  
Opp. City Pulse, Kudasan,  
Gandhinagar (Gujarat) – 382421

## Summary of Work Experience

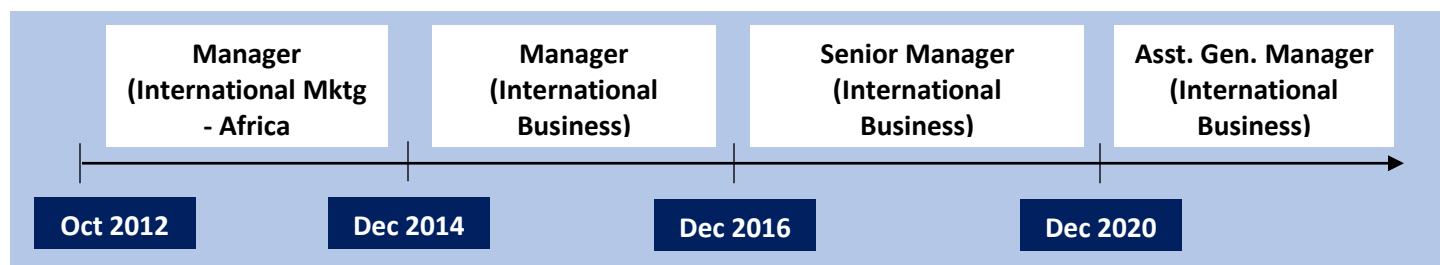
TIMELINE	LAST POSITION	ORGANIZATION	LOCATION
Oct 2012 till date	Asst. General Manager (International Business)	Cadila Pharmaceuticals Ltd.	Ahmedabad (India)
May 2008 – Nov 2011	Sr. Manager (Customer Relations)	Shelys Pharmaceuticals Ltd. (Aspen Pharma Group)	Dar-es-Salaam (Tanzania)
Feb 2004 – Jan 2005	Pharmaceutical Manager	Bytrade Tanzania Ltd.	Dar-es-Salaam (Tanzania)
Dec 2002 – Jul 2003	Product Specialist (Diovan)	Novartis India Ltd.	New Delhi (India)
Apr 2001 – Nov 2002	Professional Service Officer (Xenura)	Dr. Reddy's Laboratories.	New Delhi (India)

## Detailed Career Timeline

PRESENTLY ASSOCIATED WITH

CADILA PHARMACEUTICALS LTD, AHMEDABAD

INTERNATIONAL STRATEGIC BUSINESS UNIT (ISBU), SINCE OCT 2012



### CURRENT JOB RESPONSIBILITIES (Since Dec 2014)

#### 1) Regulatory Coordination

- Single Point of Contact (SPOC) for all regulatory matters between ISBU and Regulatory Affairs Department, and prepare period Regulatory Performance Reports for Director's Office
- Preparation of annual Regulatory Budget in coordination with all stakeholders; and monitor the adherence to the same.
- Ensure timely filing of Dossiers for new products as well as renewals along with remittance of registration fees; attending to queries from respective Health Ministries/Agencies during Dossier Evaluation; and tracking the progress till Dossier approval.

#### 2) New Product Development

- Analysis of IMS data, identifying new molecules; and preparing business proposals and forecasts for future product development
- Coordination with legal department for finalizing brandname/trademarks and registration of same.
- Tracking of timelines, arranging for reference samples for BE/CDP; and keeping all stakeholders updated on timely developments.

### **3) Contract Manufacturing Projects**

- a. To coordinate between Regulatory, Formulations & Development team and probable Clients for sharing data packs; and ensuring the Technological Transfer Process is smooth.
- b. Preparing business proposals in coordination with Regional Heads and seek all necessary approvals for the same
- c. Liaising with F&D Team to ensure timelines are met, right from the stage of stability batches upto commercial production

### **4) Out-Licensing Projects**

- a. Preparation of Common Technical Dossier in coordination with all stakeholders
- b. Provide support to Regional Heads right from selection of molecules, up to finalization stage
- c. Coordinating with Regulatory team to ensure adherence of timeline in the entire process, till the dossier is shared with the Client.

### **5) Pharmacovigilance Coordination**

- a. To ensure all work instruction related documents are made in line with the SOP requirements during the Pharmacovigilance process.
- b. To work on GCP Compliance, Deviation management, taking change control; and know-how of Pharmacovigilance SOPs, as a back-up for QA.
- c. To support the Pharmacovigilance team for Quality and Compliance function, including Training, Audit and Inspection.

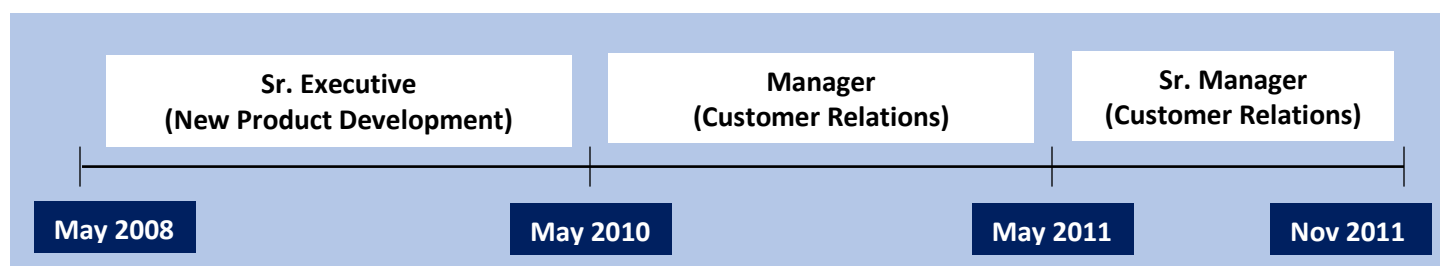
### **6) New Business Development**

- a. To coordinate with Regional Heads for identifying new products having future business potential; and help in the entire process right from customer selection to product finalization and business negotiations.
- b. Liaising with concerned departments for smooth filing of tenders, by ensuring availability of all required documents; and tracking of timelines.
- c. Single Point of Contact (SPOC) with all potential customers, and attend to online business enquiries received through website query form.

### **PREVIOUS JOB RESPONSIBILITIES (Oct 2012 - Dec 2014)**

- Handling marketing functions for Africa Region, as a part of the International Marketing team.
- Formulation of marketing strategies, ensure implementation, and monitoring the same through regular follow-ups
- Coordinate with all stakeholders to prepare Annual Promotogram for African region
- Help in designing of various input resources required for the region, and ensure the final products are prepared and delivered on time.
- Conduct monthly secondary sales analysis; identify areas of weaknesses and suggest remedial measures to overcome shortcomings.
- Carry out market surveys based on geographies as well as products/therapies; analyze the result data and designing of various strategies.
- Perform periodic inventory analysis across all the countries within Africa region; and suggest remedial measures for under-stocked and over-stocked products.

**PREVIOUSLY ASSOCIATED WITH**  
**SHELYS PHARMACEUTICALS LTD, DAR ES SALAAM (TANZANIA)**  
**AN ASPEN GROUP COMPANY, MAY 2008 – NOV 2011**



**JOB RESPONSIBILITIES AS MANAGER / SR. MANAGER - CUSTOMER RELATIONS (May 2010 – Nov 2011)**

- Coordinating with concerned departments for the registration and trademark activities, right from searching of new names in other countries of operations, upto the registration stage.
- Was also involved in renewal of trademarks
- Country-wise Sales Analysis and keeping respective sales/marketing team members apprised of their target achievements.
- Liaise with Accounts department for preparation of accounts statements of customers and attend to any of their queries during the reconciliation process.
- Ensure all the sales team members regularly follow-up on dues with the customers and help settle the accounts.
- Assist in getting Credit Notes / Debit Notes prepared from the Accounts Department, wherever required.
- Served as the Single Point of Contact between customers and the company, for any accounts or stock related matters.
- Coordinate with Sales Department on fixing of credit limits of customers, and for any amendment required from time to time.
- Create new customer codes in the ERP Software Orion

**JOB RESPONSIBILITIES AS SR. EXECUTIVE – NEW PRODUCT DEVELOPMENT (May 2010 – Nov 2011)**

- Selection of upcoming product portfolios and enhancing the existing one with more robust Marketing Strategies
- Integration of internal resources and expedition of processes for timely execution of Marketing strategies
- Consolidation and monitoring of 'Trade Mark Registration' across the operating countries.
- Collection of Market Research and Market Intelligence data and analyzing the same
- Assist in devising effective strategies so as to maximize business opportunities, trends, consumption patterns, perceptions etc to NBD in developing evaluation of market dynamics

**PREVIOUSLY ASSOCIATED WITH**  
**BYTRADE TANZANIA LTD, DAR ES SALAAM (TANZANIA)**  
**FEB 2004 – JAN 2005**



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**JOB RESPONSIBILITIES AS PHARMACEUTICALS MANAGER**

- Overall Incharge of Pharma division of Bytrade which was the distributor for pharma companies like E-DenkPharma (Germany), Bayer Lifescience (Germany) and KPC (China), in Tanzania.
- Coordinating for the registration and trademark activities, right from name search to registration.
- Making of Sales and Marketing Plans; oversee its implementation, and regular monitoring
- Preparation of monthly performance reports.
- Recruitment, Training and Development of Medical Representatives for the company.
- Market Research for company and competitors' products.
- Key customers coverage; and credit control for such customers.
- Follow-ups and coordination for product registrations with TFDA

**PREVIOUSLY ASSOCIATED WITH**  
**NOVARTIS INDIA LTD, NEW DELHI (INDIA)**  
**DEC 2002 – JUL 2003**



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**JOB RESPONSIBILITIES AS PRODUCT SPECIALIST**

- Worked as Product Specialist for only one prestigious international brand – DIOVAN
- Member of the core team involved in the successful launch of DIOVAN across India.
- Meeting top-most cardiologists from reputed hospitals like Escorts, AIIMS and Apollo.
- Ensuring product availability in all leading chemist shops.
- Making sales plans as well as marketing and advertising plans for the brand; and monitoring its implementation.

**PREVIOUSLY ASSOCIATED WITH**  
**DR. REDDY'S LABORATORIES LTD, NEW DELHI (INDIA)**  
**APR 2001 – NOV 2002**



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**JOB RESPONSIBILITIES AS PRODUCT SPECIALIST**

- Was working for their cardiac division XENURA, based in Delhi.
- Promoting their cardiac and diabetic brands to leading cardiologists and diabetologists.
- Covering doctors from hospitals like AIIMS, Safdarjung, Apollo and Moolchand.
- Meeting Chemists, Wholesalers and Stockists, as well as taking orders
- Conducting CMEs, Heart Check-up camps, free Diabetic check-up camps, product launches.
- Working hand-in-hand with scientific team of the company.

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## Computer Proficiency

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## Professional References (Contact details can be provided upon request)

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**Ms. Mona Gogia**

Vice President (Regulatory Affairs)  
Cadila Pharmaceuticals Ltd.

**Mr. Mahidhwaj Sisodia**

Head of International Business  
USV Pvt. Ltd.

**Dr. Sanjay Advani**

CEO – Sub Saharan Africa  
Aspen Pharmacare Ltd.

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## Declaration

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I hereby declare that all the information furnished in this CV are true, to the best of my knowledge.

Date :

Place : Gandhinagar

(Shubhara Pillai)