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Top Skills

Strategy
Business Development
Product Marketing

Honors-Awards

Trademark Award for a Strategic Assessment and Market Development Process (top imperative of CEO)

Himanshu Laiker, MBA

Advisor | IT Solutions | Medical Devices | Global Healthcare
Executive | AI | Start-ups |
Minneapolis, Minnesota, United States

Summary

A broadly experienced medical device professional with over 20 years of successful influencing across USA, Europe & Emerging Markets in corporate strategy, market development, influence & change management, business development & services/solutions. Strong leadership skills with ability to drive new Initiatives, build solid relationships with thought leaders and foster collaboration across channels. Respected as an effective teacher for communicating strategic assessment, segmentation and market development process to multi-national teams. Proven knack for strategic planning, financial analysis, systematic opportunity assessments, market segmentation and portfolio management.

Specialties: Strategy development/execution, Market Development, New Business Initiatives, Strategic Accounts and Services & Solutions.

Experience

University of Minnesota, Technology Commercialization
Executive in Residence

March 2025 - Present (5 months)

Minneapolis, Minnesota, United States

Executive in Residence, University of Minnesota, Discovery Launch Pad to serve as a strategic advisor to early-stage ventures emerging from university research. Provide coaching and mentorship to researchers and founders through the Discovery Launch Pad, a startup incubator focused on transforming innovative technologies into market-ready solutions.

HealthcareMN

Advisor

January 2025 - Present (7 months)

Minneapolis, Minnesota, United States

BETA

Medtech/Healthcare Advisory Board Member

January 2024 - Present (1 year 7 months)

Minneapolis, Minnesota, United States

Minnesota Cup

Judge/Mentor

May 2023 - Present (2 years 3 months)

Minneapolis, Minnesota, United States

Dotsquares

Advisor

April 2023 - Present (2 years 4 months)

Minneapolis, Minnesota, United States

Executive Consulting

Executive Consultant

2018 - January 2025 (7 years)

Greater Minneapolis-St. Paul Area and Mumbai, India

Provide executive consulting primarily in Healthcare including market assessment, business model development, coaching and mentoring for start-ups.

- Leading the scale up of IT Digital Design Services company for USA markets.
- Consulted on strategic partnership development and investments to scale an on-line health food and resources store.
- Designing a start-up services business for the treatment of depression.
- Built a healthcare delivery model for shop in shop multi-specialty clinics.
- Created a strategic partnership with a state government and global NGOs to implement Drug Rehabilitation centers and education for underserved populations.
- Consulting with the Continuum Center to create a major exhibit to improve global awareness of consciousness.
- Developing strategy and execution for holistic herbal/botanical/neutraceuticals extracts/ingredients manufacturing company in South Asia to expand it's business in the US.

Cetas Healthcare

Sr. VP, Global Commercial Operations (Consulting)

March 2022 - February 2023 (1 year)

Minneapolis, Minnesota, United States

- Within 9 months approved MSA in multiple billion-dollar MedTech enterprise.
- Delivered key regulatory EU MDR contracts from multiple large MedTech corporates.
- Positioned the company with key executive across top MedTech enterprises.
- Successfully positioned in RAPS community for EU MDR projects.

Medtronic

13 years

Director Strategy, Business Development & Healthcare Solutions-
South Asia

2010 - 2018 (8 years)

Mumbai Area, India

EXECUTIVE LEADERSHIP | STRATEGIC PLANNING & EXECUTION

- Part of 12-member Leadership Team driving revenue through sales, marketing, business development & innovation.
- Provided executive leadership for IHS, Business Development, Change Management, and Strategy
- Led strategic plan growing revenue from \$100M to \$150M+ in 3 years.
- Led development and execution of several therapy market development plans. Resulted in higher adoption by patients & physicians for Medtronic therapies.
- Led quarterly plan reviews with Executive Committee.
- Established and developed high performing global teams that consistently met target goals.
- Built collaborative approach and solutions to business development. Brought leaders from all business units into discussions regarding strategic deals with hospitals.

BUSINESS MODEL INNOVATION | OPERATIONS

- Led IHS that offered successful solutions to address three critical barriers that hospitals face; capital, patient & material flow.
- Part of IHS journey from inception in 2015. Helped develop IHS into sustainable, healthcare business model generating \$75M with 20+ strategic deals.
- Developed IHS into a scalable business model delivering value-based healthcare by partnering with hospitals, Government & other stakeholders.
- Helped develop channel management strategy and led successful execution of new channels.

STRATEGIC ACCOUNT MANAGEMENT | COMMERCIALIZATION

- Negotiated deals with hospital C-Suite administrators and KOL's.
- Landed strategic contracts / Initiatives with hospitals & clinics increasing share 20% to >60%.
- Led business model innovation initiative to increase infrastructure capacity and improve diagnosis & treatment rates. Created new Cath lab installation and partnerships with entrepreneur physicians.

Insulin Pump Portfolio Marketing Manager, Europe and Central Asia 2008 - 2010 (2 years)

Geneva Area, Switzerland

Successfully launched next generation Insulin Pump (revenue: \$80M) across 20 countries in Europe and Central Asia, increasing market share by 10%.

- Developed marketing programs & tactics following product launch to further increase market share by 5%
- Influenced physicians and patients with marketing programs and campaigns.
- Developed 16-member cross functional and geographic team to launch next generation product portfolio.
- Led final promotions, pricing, product and sales plans to optimize resource allocation & increased EBIT.
- Led development of product positioning materials to help sales force win against competition working closely with physicians
- Developed go-to-market strategy for Type 2 diabetes insulin pump launch for faster penetration with physicians, nurses and patients.
- Effectively managed Congress Symposium and Workshops working closely with top Key Opinion Leaders.
- Engaged physicians and KOLs regularly to understand product challenges, future needs and strengthen relationships.

Corporate Strategy and Market Development 2005 - 2008 (3 years)

Greater Minneapolis-St. Paul Area

Key team leader spearheading effort to improve & standardize Medtronic strategic & market development activities.

- Influenced organization to institutionalize Market Development (sizing opportunity, systematically grow the market; remove adoption barriers & penetrate faster) approach across businesses and geographies.
- Worked closely with physicians and sales team to drive marketing programs & campaigns.

- Lead analysis on top opportunities for senior leaders that enabled them to prioritize and reallocate resources.
- Successfully lead and coached on development of strategic & market development plans for various business units and geographies including the US, Europe, Japan, and China. Mentored regional managers in developing local plans.
- Assisted Corporate Development to assess new markets and therapies to help make the right investment decisions.

Medtronic

5 years

Project Manager & Business Analyst

2000 - 2004 (4 years)

Greater Minneapolis-St. Paul Area

Liaison between IT and Sales & Marketing Organization to ensure timely project selection and execution.

- Mentored sales and marketing teams on new processes and tools to implement for business process improvement.
- Defined business requirements and articulate them for both technical and high-level audiences for project execution.
- Provided technical assistance in identifying, evaluating, and developing systems and procedures for project implementation.
- Conducted financial analysis (ROI, NPV, IRR) on significant IT projects to help prioritize.

Financial Analyst

1999 - 2000 (1 year)

Greater Minneapolis-St. Paul Area

Managed and audited Inter-Company and Medtronic Corporate Bank accounts ensuring timely reconciliations.

- Automated and improved inter-company and bank reconciliation system by redefining processes.
- Short Term Assignment (India - 3 months). Assisted Country Finance Manager in compiling the Annual Operating Plan; created budgets and sales forecasts. Capitalized the Capital Work in Process pending for a few years and expedited reconciliation of all Inter-Company accounts pending for months.

Education

University of Minnesota - Carlson School of Management
MBA, Finance/Strategy · (February 2001 - February 2003)

UMN Carlson School of Management
BS, Finance