

# EKTA SINGH

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## Professional Summary

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Consultant with 12 years of experience, with demonstrated history of working in the Healthcare, Life Sciences Research, Pharma-IT and Market research industry. Skilled in Consulting and Analytics covering a broad set of domains such as Primary and Secondary Market Research, Insights, Patient Analytics, Competitive Intelligence, Client servicing and reporting, End-to-end servicing of primary market research projects, Project management, Market research, Budget management, Team management, Operations management, Customer insight, Microsoft office and PowerPoint. I have managed and executed Quantitative and Qualitative Research projects across USA, Canada, APAC, EMEA region. Majorly responsible for client and vendor communication, team building, team management/training and perform internal process updates.

**Skills:** Project management, People management, Team management and training, Process development and management, Vendor management, Client Servicing/communication, Project requirement analysis, Process improvements, Positive proactive approach, Strong work ethics.

## Professional Quick Points

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- Well versed in Project management and handling end to end market research projects.
- Managing end to end project cycle and client delivery including bidding, project execution, working on the data deliverables and client ready reports.
- Working on forecasting, SOP development and team training.
- Team training and cross utilisation of the job roles for the overall development of the profile.
- Expertise in Project budgeting and primary/secondary research.
- Main point of contact for the clients, sample supplier/vendor and internal team communication.
- Providing value-add consultation, troubleshoots and proactively addressing situations/issues, if any.

## Academics

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MBA – Biotech- (Amity University, Noida)	CGPA: 7.06/10 (2009-2011)
B.Sc. – Biotech- (DGPG College, Kanpur)	2005-2008
Intermediate (CBSE)- (St. Anthony Sen. Sec. School)	March-2005
High School (CBSE)- (St. Anthony Sen. Sec. School)	March-2003

## Training and Certification

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- Certified Six Sigma Green Belt Course (with 74%), from Amity University and British Standards Institution (AUBSI).
- Quality Assurance, summer training for two months from Arch Vitalife Laboratories, Gurgaon
- ELISA testing (incl. HIV, HCV, HbsAg), graduation summer training from Wellspring, Nicholas Piramal, Kanpur

## Professional Experience

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**Capgemini (Apr'22- present)**

**Manager- Strategic Research**

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- Strong leadership and team management skills. Develop effective relationships with individuals at various levels of organisation.
- Handling a range of projects (both qual/quant) dealing with brand performance assessment, market sizing, patient journey, key driver assessment, secondary research, market research, insights, competitive intelligence, opportunity assessments, go-to-market strategies, and strategic reports.
- Possess excellent presentation skills and communicates in an effective and persuasive manner.
- Strong project management skills with ability to work under high pressure, tight timelines, and proven ability to effectively set priorities and attain high quality of standards.
- Working on RFQs, sales support
- Managing legacy accounts

**IQVIA (Apr'21- Apr'22)**

**Associate Consultant**

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- Working on a wide range of projects (both qual/quant) dealing with brand performance assessment, market sizing, patient journey, key driver assessment, competitive intelligence, opportunity assessments, go-to-market strategies, epidemiology assessment, therapy, and strategic reports.
- Responsible for responding to large multi-country RFP and RFQ responses (proposals) to Pharma and MedTech clients to define solutions related to desk research, primary research, and data integration.

**Ugam- A Merkle Company (Feb'19- Mar'21)**

**Global Project Manager**

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- Consultative project management, with clear communication of project details, timelines and other related metric with the team or colleagues involved.
- Working on Forecasting, SOP development and team training.
- Responsible for the client delivery of all the end to end market research Tracker projects with coordination of internal as well as external teams involved from vendors/suppliers.
- Managing the vendor as well as internal team communication for the co-ordinated delivery for client.
- Responsible for Client communication and bidding process, involving the clients as well as the sample partners.
- Responsible for Team training/handling, and cross-team communication for resource utilisation required for project management responsibilities. It involves working with Data processing, survey programming, coding, and charting teams.

**Manthan Services Pvt. Ltd. (Jun'17-Jan'19)**

**Senior Account Executive**

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- Consultative project management, with clear communication of project details, timelines and other related metric with the team or colleagues involved.
- Supporting Sales team with project budgets and project roll-out.
- Ensuring on-time delivery of projects with coordination of internal as well as external teams involved from vendors/suppliers.
- Manage and organize national and international projects.
- Centralize and harmonize information and data.
- Single point contact for clients, suppliers/vendors and respondents
- Team handling, and cross-domain responsibilities.

**Medlife.com (Jul'15-Jan'16)**

**Regional Manager – Doctor Engagement**

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- Conducting primary and secondary research along with building, updating and maintaining market data base
- Supporting Sales team in regional leads to get the required data for the successful execution of sales

- Ensuring timely delivery of data, with high quality and meeting the expectations of the stakeholders
- Preparing project reports and presentations
- Team handling and training.

**Altezzasys Systems Pvt. Ltd, Noida** (Sep'14- Jun'15)

**Market Research Analyst**

- Primary as well as secondary research, building, updating and maintaining market data base
- Analysing financial trend for the brand, sale trends and Go-to Market Strategies for the product
- Ensuring timely delivery of data, with high quality and meeting the expectations of the stakeholders

**Biogen Idec Biotech India Pvt. Ltd.** (Jun'11- Aug'14)

**Territory Business Manager**

#### **Project 1 – Sales Force Effectiveness**

- Primary as well as secondary research
- Analysing sale trends, Go-to Market Strategies for the product
- Business analysis and understanding the present as well as the newer growing market, which can be explored in future accordingly
- To help sales team to tackle the problems which they face sometimes, due to lack of full market information and can solve them easily
- Power point presentation to the domain as well as country head.

#### **Project 2 – Sales Force Trackers and Planners**

- Primary research, preparing market survey questionnaire.
- One to one interview with product prescribers.
- Analysing market behaviour towards company and company representatives.
- Prepared Daily work report- tracker and planner for further use by sales team and domain heads.
- Pilot project roll-out along with presentation to MD and Sales head.
- Rolling out Report Trackers and Planners to the sales team.

## **Achievements**

#### **Professional**

- BHBIA- AE Reporting Certificate- 2020
- Manage technical product complaints responsibly training
- Meaningful Pharma-co-vigilance training
- New Initiative award for appointment of new Stockist-2012
- Leading and exceeding sales target for north-east sales team-2013

#### **Academics**

- Secured highest marks in Hindi in intermediate in state.
- Secured 70% in Complan Mathematical Procom quiz competition National level.
- Stood first in university in graduation for biotech. - zoology branch, 2008.

#### **Extracurricular**

- Sports house captain in 2005
- Students Coordinator, Corporate Resource Centre, AIB, Amity University
- 1st prize in debate competition in 2004, 2005
- 1st prize in poem and essay writing in 2005
- 2nd prize in science exhibition in 2004

## **Professional Skills**

- Ability to work through complex proposal requests, with winning edges.

- Comprehensive knowledge of Sales force, MS Word, Excel and PowerPoint.
- Ability to tackle complex situations, while delivering appropriate solution.
- Efficient Event Manager with leadership skills.

## **Declaration**

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I hereby declare that the information given above is true to the best of my belief and knowledge. I bear the responsibility for the correctness of the same.

EKTA SINGH