

+91 9004855192

[linkedin.com/in/aditisharma/](https://www.linkedin.com/in/aditisharma/)

Aditi Sharma

11 years of experience in Medical Device Industry

aditisharma.7010@gmail.com

aditisharma.2011@yahoo.com

SUMMARY

The sales and product marketing professional with 11 years of experience, primarily in Medical Devices B2B Business - product management, brand-market development, communication strategy, KOL development-management, product launch-promotions strategy, business development, vendor management and cross-functional stakeholder management. product marketing strategy for target audiences – Radiology, Obs/Gyn, Cardiology, POC-Critical care, Emergency medicine, Anaesthesia and Veterinary markets.

EDUCATION

Indian Institute of Management, Indore

Master in Business Administration – General Management

April 2022

Dr. D Y Patil University, Mumbai

Bachelor of Technology in Biomedical Engineering | Grade: First Class with Distinction

May 2011

CERTIFICATIONS

- Nanyang Business School, Singapore Leadership Program 2022
- Successfully completed Strategy Management business simulation 2021
- HubSpot Marketing Software certification 2021
- Google Analytics certification – by Google 2021
- Digital Marketing certification – by Google 2021
- Harvard Financial Accounting course certification 2019
- Completed Ultrasound training at Mindray Headquarters in Shenzhen, China 2012
- Completed training related to servicing & maintenance of hospital equipment at Pamtrons, Mumbai 2009

EXPERIENCE

Blue Star Engineering & Electronics

Mumbai, India

Product Manager (India) –CT/MRI/Mammography

07/2022 – 28/06/2024

- Design and implement product marketing plan including new product launches, segmentation - targeting - positioning, market mapping – Radiology, Orthopedic, Neurology
- Business development strategy for sales & service
- Management of Marketing Budget, Branding and Promotions.
- Develop and maintain key stakeholder relationships with regional and leadership teams
- Collaborate with sales and service to drive Market Development, KOL, KAM activities
- Develop strong relationships with KOLs across the country
- Actively participate in advisory board meetings related to diagnostic imaging and incorporate KOL input into strategic plans
- Lead key congresses, events, associations, symposiums - interact with and influence the top clinical leaders in Radiology/Imaging industry
- Meticulously conduct market research to analyse competitive activity

Fujifilm Sonosite India Pvt. Ltd.

Mumbai, India

Clinical Application Specialist – Ultrasound/Echocardiology/Sonography

03/2016 – 10/2020

- Key Opinion Leaders (KOL) management and customer relationship management
- Sonosite products and its features/software promotions on various platforms – virtual & physical as for Product Product Marketing and Brand Management/awareness for cardiology, radiology point of care (critical care, emergency medicine and anaesthesiology), neonatology and veterinary markets
- Product positioning and messaging/communications that resonates with the target audience
- Product Branding/Promotions through product presentations and features/software marketing in trade shows, Continuing Medical Education (CME) (workshops), and conferences and other promotional campaigns
- New product promotional activities/product launch/product awareness for New Product Introduction (NPI) in regional/national for targeted audiences as Business strategy
- Voice of Customer analytics (VOC) for the different target audiences for features/software and product for product development/product marketing.
- Product training, competition knowledge and technical/clinical guidance to sales/service and dealers team
- New-Market Development Strategy- Neonatology, Pain/MSK, Nephrology for Business Development

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- Represented company during tender pre-bids/demonstrations/meetings and preparation of technical documentation and evaluation of government tenders.
- competitor's product strategy in regions– Competition Analysis and Analytical skills
- Provided clinical training and on/off-site assistance to doctors and sales/dealer teams

Samsung India Electronics Ltd.

Application Specialist - Ultrasound

Mumbai, India

02/2015 – 02/2016

- Pre/post-sale demonstrations of ultrasound systems (radiology, obstetrics/gynecology, cardiology) in the west and the east regions
- Product training to sales and dealers team
- Product promotions & branding in trade shows, workshops and conferences
- Representing company in government tenders, managing key accounts & corporate hospitals.

Mindray Medical India Pvt. Ltd.

Application Specialist

Mumbai, India

10/2011 – 01/2015

- Brand/Market Development for radiology, obstetrics/gynecology, cardiology, and veterinary for pan India
- Conducting CME for product-brand promotions, managing trade shows and conference participations
- Beta testing for new products
- Developing and managing new/old vendors/dealers
- Business Development strategy
- KOLs Development & Management across Pan-India and provided on/off-site assistance to doctors and dealer teams
- Generated reference sites for demonstrations
- Product training to sales and dealers team
- Represented company during tender pre-bids/demonstrations/meetings
- Pre/post-sale demonstrations of ultrasound systems

Siemens India Ltd. – Healthcare

Intern in Medical Imaging Department

Mumbai, India

01/2011 – 06/2011

- Assisted service engineers, application specialists, & sales team in medical imaging modality of computed tomography (CT), magnetic resonance imaging (MRI), Cath Lab, and X-rays

HONOR

- Was selected for “Emerging Manager Program” mid-senior L&D by Blue Star Management 2023
- Delivered a lecture as an external faculty from Fujifilm Sonosite for CME on topic, “*Ultrasound Guided Regional Anaesthesia Techniques*”, organized by Dept. of Anaesthesiology at Government Medical College & Hospital, Nagpur 2020
- Invited as guest speaker representing Fujifilm Sonosite to impart insights to delegates regarding, “*In Vivo Preclinical Imaging and Drug Discovery*” in workshop organized by TATA Memorial Centre – Advanced Centre for Treatment, Research and Education in Cancer (ACTREC), , Navi Mumbai 2019
- Part of Asia Pacific Product Development team for Mindray Ultrasound 2013
- Recognized for excellent contribution to the team in Ultrasound Imaging Systems- Mindray 2013
- Selected to conduct obstetrics/gynaecology workshop & market development for srilanka – Mindray Colombo, Sri Lanka 2013