



## SHAKTI VAISHNAV

Global Product Manager (Middle East/West Asia) – Ajanta Pharma Ltd.

7+ years of experience in leading brand strategy, market analysis and campaign execution in Pharma Industry with driving brand growth, enhancing market share, and increasing customer engagement through innovative marketing strategies.

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### Education:

**MBA in Marketing Management** (ICRI, Mumbai) – 2020

**Bachelor of Pharmacy** (University of Mumbai) – 2018

**H.S.C** (Maharashtra State Board) – 2014

**S.S.C** (Maharashtra State Board) - 2012

### Languages:

English  
Hindi  
Rajasthani  
Marathi

### Personal Information:

Date of Birth: 07.07.1997

Residence: B/603, Vinay Unique Residency Bldg. No.9, Gokul Township, Bolinj, Virar (W), Mumbai Pincode - 401303

### Work Experience: (Present):

**Ajanta Pharma Ltd:** December 2022 – Present

**Global Product Manager** – Middle East/West Asia Market (International Marketing)

#### Key Responsibilities:

- Overlooking Cardio-Diabetic portfolio of \$ 13 Million USD for Middle East / West Asia countries largely in Iraq which includes Lastavin, Vildaril, Dospin & Razine group.
- Launched Razine & Iverzac to 1000+ Cardiologists. Initial success showing ~400 prescribers in just 1 year.
- Analyzed and synthesized market research data for the brand and competitors, identifying key trends that informed a new marketing strategy projected to increase brand visibility by 50% in the next quarter.
- Developed a brand plan with a focus on promotional inputs, creating 30 visual aids and leave-behind literatures that resulted in a noticeable uptick in customer inquiries and improved product awareness.
- Co-ordinated with the 45 members of sales team to ensure the proper implementation of strategies and target achievement.
- Launched targeted HT/DDC campaign to enhance condition awareness among patient populations.

**J.B. Chemicals & Pharmaceuticals Ltd:** January 2022 – December 2022

**Product Manager** – Handling Cardio – Diabetic Portfolio: 120+ Crs

- Successfully managed Nicardia XL & Myotan group, driving market growth and brand recognition.
- Led successful launch of Azovas group, driving market penetration and brand awareness.
- Conducted comprehensive market research analysis for brand and competitors, driving strategic insights.
- Developed marketing strategies and strategic initiatives for the Nicardia XL group.
- Led brand creation, developed promotional materials, and managed scientific and product-related documentation.
- Coordinated vendor partnerships to implement strategic initiatives.
- Collaborated with sales team to execute strategies and meet targets.

**Bayer Pharmaceuticals Ltd:** July 2021 – January 2022

(Marketing Executive – Xarelto – 100+ Crs)

- Developed segmentation and targeting strategies to align Bayer's product range with appropriate patients and customers.
- Collaborated with Product Managers to master product lifecycle, strategic implementations, and research functions for Xarelto.
- Conducted market research to analyze competitors and identify market trends.
- Planned and executed CME, Ad-board, and Expert Meetings to enhance medical doctors product awareness and knowledge.

**Sun Pharma Laboratories Ltd:** October 2020 – June 2021 (Executive)

- Managed key Sun OAD brands, including Gemer and Axcer (Anti-Platelet).
- Exceeded targets and boosted market share.
- Enhanced sales processes and workflows to boost efficiency and effectiveness.
- Managed KOLs and coordinated CME activities for enhanced engagement.
- Engaged with customers to highlight product features and benefits.

**Clinical Pharmacist :** June 2018 – January 2020 (Vijay Vallabh Hospital)

- Developed clinical pharmacy programs in compliance with policies and regulations.
- Evaluated patient records to assess medication therapy appropriateness.
- Managed drug inventories and assessed patient conditions to ensure comprehensive treatment

**Achievements & Awards:**

- Ranked 3<sup>rd</sup> in Industrial Presentation (July 2017)
- Certificate course in Fundamentals of Digital Marketing (May 2020)
- Certificate course in Brand Strategy from Pharma State Academy (May 2020)
- Completed course in KYC (Know Your Customers) from Pharma State Academy (May 2020)
- Completed course in Regulatory Affairs from Institute of Pharmaceutical Management (Dec 2016 – Feb 2017)

**Activities:**

- Participated in College Science Fest, showcasing projects and research in January 2015 and January 2017.
- Participated in Maharashtra Pharmacy Congress seminar hosted by the Indian Pharmaceutical Association, August 2017, enhancing pharmaceutical knowledge and industry insights.
- Coordinated and actively engaged in a wide range of sports events, enhancing team collaboration and leadership skills in June 2014 – May 2018.

**Strength & Skill Set:**

- Creative thought process.
- Strategic, Interpersonal and Negotiating skills.
- New Product Launch.
- Strategic Planning & Brand Building.
- Brand and P&L Management.
- Agency Management.
- Market Evaluation & Customer Relationship Management (CRM).

Thank you for your time and consideration.

Regards,  
Shakti Vaishnav