

Supriya Parasnis

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PROFESSIONAL SUMMARY

Accomplished Senior Associate with proven track record at Global Market Insights, adept in training & mentoring and performance monitoring. Spearheaded process enhancement achieving significant efficient gains at MarketsandMarkets Pvt. Ltd. as a Lead Analyst. Excelled in team leadership and supervision, fostering strong client relationships and driving sales growth through strategic improvements and data analysis. I have been recently promoted as **Assistant Manager**.

ACQUIRED SKILLS

- **Secondary Research** – Data Collection, sorting & filtering
- **Market Estimation & Forecasting** – Building Demand Side (based on adoption trends) & Supply Side models (based on revenues generated by key players in the market considered for study)
- **Primary Research** (Determining sample size depending on the project requirement, identifying relevant personas/KOLs, designing a screener questionnaire to filter out the target respondents, Building Discussion Guide/Questionnaires for Interviews, deriving inputs from KOLs, requesting for quotation from third-party vendors for PMR, finalizing vendors based on the quotation & expertise in field)
- **Data Analysis & Interpretation** (Assessing key data pointers, providing actionable insights from data gathered during the research process, providing interpretation & strategic recommendations based on the data analysis)
- **Proposal drafting** (Understanding the client's needs & objectives, assessing client's current situation by studying its business portfolio, providing the client a customized scope with opportunity prioritization, devising value calculator - estimating project efforts on cost based on the resources required and primary research budget)
- **Report Writing & QA/QC**
- **Account Handling** (Handled 5 Accounts and have been closely working with the client servicing team since 2021)
- **Team Handling** (Production & Resource Panning, mentoring & guidance, etc.)

WORK EXPERIENCE & CORE AREAS

WORK HISTORY

6+Years of Work Experience in Market Research & Strategic Consulting in Life Science & Healthcare Markets including – Medical Devices, Veterinary, Pharmaceutical & Healthcare IT.

Core Competence/Areas: Pharmaceutical IT & Healthcare IT with deep knowledge on ecosystem, value chain, competitive landscape & market dynamics

APS LIFESCIENCES
(2017)

Business Development
Intern

- Project Topic – Demand for IVF technologies in Indian Market
- Approach:
 - Identifying fertility challenges and fertility rates in India
 - Studying the awareness regarding availability of ART amongst the people in India
 - Analyzing the affordability rates after studying the technique cost
 - Estimating the total number of clinics/hospitals performing fertility procedures using ART
 - Assessing the adoption trends and backing up with supporting stats
 - Understanding technology challenges from end-users (doctors/clinicians) perspective
 - Voice of Customers: Providing an overall analysis on the IVF treatment success rate and implications

KEY PROPOSALS
& PROJECTS
WORKED ON

GLOBAL MARKET INSIGHTS

Research Associate –
(2018)

Senior Research Associate
(2019)

- Effectively managed multiple competing priorities while maintaining focus on delivering exceptional results for clients and the organization
- Streamlined operational efficiency by identifying areas for improvement and proposing actionable insights
- Mentoring juniors and guiding them on estimating different markets in Healthcare Industry
- Trained and supported new team members, maintained culture of collaborations

MARKETSANDMARKETS

Research Analyst – (2020)

Team Lead (2022)

Assistant Manager (2024)

- Directed complex consult initiatives across healthcare & life science industries
- Collaborated directly with the clients to meet business objectives
- Led a group of individuals, guiding them through client query handling, report writing, and data analysis tasks
- Emphasized enhancing existing reports with extra content to drive higher sales

- Proposal drafted for a client whose key objective was to understand total addressable market for digital health market
- Proposed a scope that helped the client with:
 - New market entry
 - Competitive analysis & Right to Win
 - Voice of Customers – End-user's perception analysis
- Formulated a proposal suited for a client's requirement in Healthcare Interoperability Market. Key elements of proposal included:
 - Customer Identification & Prioritization
 - Defining Value Proposition based on existing offerings
 - Partner Identification
 - Geographic Expansion
 - Pricing strategy
 - M&A & Inorganic Growth Strategies
- Created a proposal for Account Enablement for Drug Discovery Informatics Software which covered:
 - Account IQ – Executive Conversation & Demand Enablement
 - Connect IQ
 - Buying center Expansion
 - Value Proposition

EDUCATION

- **Masters of Business Administration** (Marketing-Pharma/Biotech) – Department of management Sciences, PUMBA
- **Bachelors of Science** – Biotechnology, Abasaheb Garware College, Pune University

PERSONAL
DOSSIER

- Date of Birth: 28 July 1994
- Languages Known: English, Hindi, Marathi
- Hobbies: Writing & blogging, Event planning & management, Travel& cultural exchange