**Ajay Pandey**

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Career Summary:

Qualified as General management from IIM-Lucknow, MBA and BDS, with more than 10 years of

experience in clinical practice, marketing, operations and team handling. Looking for managerial

role in healthcare, pharma, advertising, digital marketing and research sector. Worked and

travelled all over India.

Key skills:

Marketing, Digital marketing-SEO, PPC/CPM, Web advertising, Online promotions, Blogs, medical

content creation, Branding, Training, Advertising, ATL/BTL Activities, market research,

pharmaceutical sciences, medical/dental sciences, product management, clinical research,

healthcare and hospital knowledge, providing technical Training of Healthcare products and

procedures to doctors and sales team, soft tissue LASER specialist, IT-Skill = MS-Word, Excel,

Internet, MS-office, e-mail marketing, sms-marketing

Projects done

1. Portal development- www.medexpoindia.com the health analysis (Pharma/Medical/cosmetic products) as Founder.

2. Project on endodontic instrument and material :assessing most commonly used brand and

interest of doctors to use modern technology. Assessing reasons for not using advanced

technology dental equipments. It was one month paid project. For Dentsply-India pvt ltd, noida.

Educational qualification

1. General Management (GMPE)-Indian institute of management-Lucknow. Grade-Good

2. MBA- Marketing:Project management. :Human resource management. Institute of cooperative and corporate management, Research and training, Lucknow, U.P, Percentage 66.34%, Division- First, 2011

3. BDS (Bachelor of Dental surgery)- 2007.

Percentage- 67.16%, Division- First

4. Certifications:

Professional selling skill- certified by DENTSPLY-INDIA Pvt Ltd. www.dentsply-india.com

Present Employer:

Wolters Kluwer India Pvt. Ltd: 2016 to present, Designation: Product head

Job Profile-

- Marketing collateral & branding support for Health Print Books (More than 280 Indian Originals

& 1500 US Titles).

- Digital Marketing support for health print books.

- Responsible for Pan India marketing communication to channel partners & internal team.

- Planning & supporting events in Medical/Dental Institutes.

- Innovating marketing communication as per market trend & Strategizing market communication

via Email / What’s app.

- Market & competitor research.

- Competition Product pricing

Experience:

Skanray Technologies Pvt. Ltd: Sept 2014 to Feb 2016

Worked as product manager. Job profile- Scientific product demonstration, market research,

CDE-Programme organization. KOL management. Visiting key clinics and hospitals. Branding and

advertising the products. Customer complaint & query handling.

Unicorn Denmart Pvt Ltd: Feb 2013 to Aug 2014

Worked as regional sales manager, managed entire south India. Participated trade fair, conferences and seminars. Demonstrated products to customer. Achieved targets over years.

Dentsply-India Pvt ltd : Feb 2011 to Jan 2013

Worked as product specialist. job profile- Scientific product demonstration and marketing, CDE/

CME-Programme organization. KOL management. Visiting key clinics and hospitals.Branding and

advertising the products.

Personal profile

Date of birth- 01 Jan 1981.

Sex- Male.

Father’s name- Major R N Pandey

Marital status- married

Nationality- Indian.

Language fluent with- Hindi and English.

The said information is true to best of my knowledge and belief.