

## SOUMYALIPA DAS



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**Date of Birth:** 09.01.1992

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### Educational Qualification

**2014-2015:** PG Diploma in Bioinformatics & Rational Drug design (BTFS) from Siddaganga Institute of Technology, Visvesvaraya Technical University, Tumkur, Karnataka.

**Specialization:** Bioinformatics, Genome informatics, Mathematical modeling, Molecular modeling and drug design.

**2012-2013:** MSc Biotechnology and Enterprise from University of Exeter, United Kingdom.

**Specialization:** Pharmaceutical Biotechnology, Environmental and applied Biotechnology, Entrepreneurship, Strategic innovation management.

**2009-2012:** BSc Biotechnology from Garden City College of Science and Management Studies, Bangalore University, Karnataka.

**Specialization:** Biotechnology, Biochemistry, Genetics.

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## **Work History**

**Role:** Assistant Manager- Business Development – Global Business Unit

**Company:** Genotypic Technology Pvt. Ltd. Bangalore

**June 2016 – Present**

Genotypic Technology is India's first Genomics service provider for Microarray, Next Generation Sequencing (NGS) and Bioinformatics services and solutions to clients globally. My current position at the Organization is handling their Global Business Unit which involves sales, marketing and business development.

### **Achievements on the role:**

- Top performing Marketing and Sales professional with proven track record of achieving targets
- Company sponsored trips to Israel multiple times for discussion and closure of projects with various eminent researchers/scientists in the field of Genomics
- Within a span of 4 years got promoted thrice

### **My responsibilities for the current position:**

- Preparation of Business Development and Customer contact plan for the zone in line with the overall business plan (currently handling Israel, Asia, Africa and few European countries). Previously handled US, Canada, Middle East as well.
- Generation of leads in the assigned location / Clientele in line with the business plan through cold calls, follow-ups.
- Allocation and monitoring of targets to team member.
- Conversion of leads and proposal preparation.
- Retaining the existing clients and Conversion of leads from new clients.
- Market survey & reporting.
- Adherence to Customer Contact plan.
- Preparing presentations- Potential market report, sales review Estimation & further strategic planning.
- Liasoning with execution team and client for timely completion of project.
- Liasoning with finance and client for bill preparation & collections.
- Prepare/ Review the Proposal / Tenders
- Input to customer data bank (SAP enabled)
- Support to Corporate Communications.
- ISO Auditee

**Role:** Sr. Application Specialist- NGS (Next Generation Sequencing Services)

**Company:** Xcelris Labs Ltd.

**December 2015-May 2016**

My role in the organisation was to provide technical expertise to clients utilizing my extensive knowledge into Next Generation Sequencing by meeting them regularly at my defined territory to achieve the defined targets.

**Specific duties included:**

- Meeting with High end clients on regular basis to generate leads for NGS services.
- Provide technical inputs to clients to close the deal.
- Visiting research Institutions/Biotech companies/R&D Labs/ Universities to generate business for the company across the territory.
- Developing strategic sales objectives, preparing customized presentations based on opportunity analysis.
- Doing timely follow up, daily reports and communications to Regional Manager.

**Internship**

**Role:** Research Associate/ Digital marketing & Public relations

**Company:** Educept- An initiative of Eevolve India Services pvt. Ltd

**May 2015 – October 2015**

- Research project on N-methyl D-aspartate Receptor (NMDAR).
- **Content writing-** Created engaging content for the promotion of the organization on Facebook, LinkedIn and Twitter.
- **Press Release-** Created and published press release for the organization in the top press release distribution sites.
- Organized a successful workshop for the partner company at **AIIMS, New Delhi** by effectively promoting it on various social networking sites and sending mailers to relevant institutes.

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**Projects**

- **Research project (January-May 2015)**
- **Organization:** Siddaganga Institute of Technology, Tumkur.
- “Deducing mutational sites in Methicillin resistant *Staphylococcus aureus*”.
- The next generation sequencing project addressed a major public health concern. It was selected and displayed for a poster presentation in **McBios- Emerging Trends in Bioinformatics at Little Rock, Arkansas, United States.**

**May-August 2013 (Dissertation)**

- **Role:** Research Assistant
  - **Organization:** University of Exeter
  - Researched on the “Molecular mechanisms of brain development in Zebrafish”.
  - New data along with some novel genes were identified and the University team is further researching with that data and upon completion it will get published.
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## Bioinformatics Techniques

- **Software's: Molecular Visualization Tools:** Accelrys Discovery studio (4.0), RasMol, Swiss PDB Viewer, CN3D, Modeller, LeadIT, Autodock.
- **ChemDraw:** Familiar with Marvin Sketch.
- Worked with **CLCbio** - (genome workbench 5.0), DNANEXUS, Cloud computing.
- **Online Tools:** ExPASy, PubChem, GORIV, Genefinder, Genscan, Geneid, Swiss-Model, What If Server, restriction mapping tools.
- Map viewer and Other Web based bioinformatics tools.

## Biotechnology Techniques

- Preparation of cell media, tissue culture, SDS PAGE, Isolation of Genomic DNA, In situ probe preparation and hybridization, microinjection, total RNA extraction, analysis of total RNA (Agilent Bioanalyzer 2100) Chromatographic and Immunological techniques.
- **Instruments handled:** Various microscopes (Nikon SMZ1500), Autoclave, Incubator, Centrifuge (Eppendorf 5424 R), UV Transilluminator, PCR (BIORAD T100 Thermal Cycler & high tech thermocycler), and Vertical Laminar Air Flow Cabinet.

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## Technical skills

- **Operating System:** Familiar with Windows Xp, Windows 7, Windows 8, Linux
- **Language:** Basic knowledge on C, Java, R-programming
- **Statistical software:** Fully competent with all aspects of Microsoft Office with good working knowledge of statistical analysis tool including excel and SPSS.
- **Graphic Designing:** Designed many posters and built on experience in PowerPoint, Adobe Photoshop, Adobe Illustrator and ImageJ.
- Fast typing speed.
- Efficient with drafting various documents.

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## Company Research

- Short innovation audit conducted on “**Nintendo**” during my tenure in Exeter University.
- Analysed the component details of a proposal for a **new commercial enterprise** for the city of Exeter and wrote a credible and informed business plan.

- An essay written to discuss problems that high tech small and medium sized enterprises (SMEs) are likely to have throughout the entrepreneurial process, and the main support needs that governments may provide in different contexts.

## **Communication**

- I have communicated ideas effectively and professionally by written and oral means.
- Presentation skills and confidence demonstrated during the delivery of several presentations during both undergraduate and graduate level.
- **Cognitive/intellectual skills** demonstrated during various written assignments where I was able to deal with complex issues both systematically and creatively, making sound judgements in the absence of complete data.

## **Leadership/Management skills:**

- Production of various intangible project outcomes through group discussions and the use of internet and virtual learning environment.
- I have led teams for different academic projects and played various roles to get other people to take on activities and work together to achieve our objective.

## **Adaptability and Problem solving:**

- When working in groups I had to deal with people's conflicts, which taught me to find solutions to their problems in a calm and efficient manner.
- Through my independent travel I have developed a practical background in solving problems and the flexibility to handle change and adapt to new situations.

## **Team player:**

- Production of various academic projects during my undergraduate and graduate level.
- Worked independently and in groups to develop a business plan in a close team of both British and International students during my graduate level.

## **Time management:**

- Practical experience of planning the delivery of a range of assignments to ensure each critical milestone and deadline is achieved.
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## Workshop and Industrial Visits

Participated in **Science workshop** (Women in Science) during my tenure at the University of Exeter, where professors from different Universities demonstrated on how to succeed as a woman in science with various activities and brain storming exercises.

### 2-day industrial visit to various places in Bangalore during my undergraduate level:

- Indian Institute of Horticultural Research
- Central Poultry development Organization and Training Institute
- Fisheries Research and Information Centre
- Kolar Chikkaballapur Dist. Co-operative Milk Union

## Additional Qualifications

- Health and Safety Fire Training
- Nominated for **CREAM** (Creative Reliable Efficient Abiding Manager) award in my undergraduate level.

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## Achievements and Interests

- Awarded **Department of Biotechnology Fellowship** by securing top rank in entrance exam conducted by Karnataka Biotechnology and Information Technology Services (KBITS) for Biotechnology Finishing School (BTFS).
- **Willingness to learn:** Awarded for participation in various Science, Maths and green Olympiads during my studies.
- **Acting:** Awarded as the best actress in a play for the occasion of Hindi pakhwada during my undergraduate level.
- **Singing & playing Instruments:** Learnt Hindustani vocal music for 3 years. Can play instruments like Harmonium, Tanpura and Digital Keyboard.
- **Trekking:** I'm an avid trekker and have successfully completed two treks during my school level at Shimla and Manali respectively.  
Have also gone on many 1 day treks with travel groups and with adventure teams for various sports activities.
- **Independent travel:** During my winter vacation, I planned, budgeted and financed a 5 day trip to France.

**References Available upon Request**