**RAJIT KAMAL**

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| **experience** |  |
| 2010-  2008-2010 | JOHNSON & JOHNSON (DEPUY ORTHOPEDICS) WARSAW, IN Group Category Director (Worldwide Knee Marketing)  * Developed the rollout and deployment plans for worldwide (US, Europe, Asia, Latin America) launch of a new knee implant platform (expected to generate $1B+ in sales 5 years post launch) * Developed and implemented the pricing strategy for the new implant and instrument system * Managed the evidence strategy for the new knee platform and led the development of a global value dossier * Led the planning for Market appropriate Knee implant launch in Brazil and supported expansion in India and China * Developed and managed Worldwide portfolio for the Knee replacement business ($1B+ business WW) * Developed WW strategy for the Knee replacement business * Managed and developed a diverse team of product managers   Johnson & Johnson (DePUY MITEK) RAYNHAM, MA Senior Platform Director  * Led commercial launch planning (targeting, deployment & pricing) for a new capital equipment product * Managed portfolio strategy, portfolio development, concept identification and future product development for Osteoarthritis and Arthroscopic Equipment platforms * Member of DePuy wide initiative to evaluate the opportunity in the OA space that recommended various L&A targets for DePuy to play across the continuum of care in OA * Member of the DePuy Mitek initiative to understand the emerging role of patients, payors and providers that recommended changes in product development process to include voice of non-surgeon stakeholders * Led strategic analysis to evaluate DePuy Mitek’s options to enter the Hip Arthroscopy market * Led organization of a conference on “Role of Emerging Markets in driving DePuy’s growth” * Performed due diligence for various business development opportunities across OsteoArthritis and Arthroscopic Equipment platforms. The work involved identifying the unmet clinical need, market sizing and assessing commercialization issues like reimbursement and channels to market * Mentored an Engineer as part of HR’s mentorship program * Recognized as a High Potential Employee |
| 2007- 2008  2005 -2007 | INNOSIGHT (Innovation consulting firm) Watertown, MA  **Manager**  **Innosight is an innovation consulting firm started by Harvard professor Clayton Christensen**   * Led a project to create a methodology to identify growth opportunities and applied the methodology to identify new product ideas in treatment of Obesity for a leading medical devices company. The project was worth $1MM and had a team of 3 associates * Developed a strategic marketing plan to launch a new innovative procedure for treatment of obesity. The plan addressed stakeholders like patients, referring physicians, surgeons, providers and payers   THE BOSTON CONSULTING GROUP BOSTON, MA |
|  | **Consultant**   |  |  | | --- | --- | | * Evaluated the market opportunity and developed a go to market plan for diabetes drug of a leading Pharmaceutical company | spacer |  * Conducted a Retail Cost Benchmarking study for a tissue, pulp, paper manufacturer and recommended product portfolio for further investment based on cost competitiveness and market attractiveness * Advised and assisted in organizational restructuring of a leading Pharmaceutical company |
| 2000 – 2003  **education**  2003-2005  1999-2000  1995-1999  **Community** | Procter & GAMBLE Albany, GA  Project Leader &Team Manager, Operations   * Managed production of paper products. Responsible for production, quality and safety. * Analyzed production numbers to identify potential efficiency improvements and cost savings. Implemented process changes to yield annual savings of >$175,000 and >100,000 respectively * Successfully implemented a project to increase the speed of the paper machine leading to $4 million in capital expenditure avoidance. * Managed work performance and career development of eight technicians.   **HARVARD BUSINESS SCHOOL BOSTON, MA**  Master in Business Administration. Elected President of South Asian Business Association.  **GEORGIA INSTITUTE OF TECHNOLOGY ATLANTA,GA**  Master of Science in Chemical Engineering. Elected Secretary, Association of Chemical Eng. Graduate Students  **INDIAN INSTIUTE OF TECHNOLOGY ROORKEE,INDIA**  Bachelor of Chemical Engineering. Graduated first division with honors. Elected Secretary, Roorkee University Students Association.   * Selected for TiE leadership program class of 2008 (very selective program which grooms future entrepreneurs) * Contract Consultant, Social Innovation Forum (2007-08) |