

Curriculum Vitae

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EXPERIENCE:

Product Manager, Viggo Medical Devices, New Delhi (August 2017- present):

- Handling various surgical products like CVC, ET Tube, Cannulas, Pressure monitoring line etc.
- Designing various type of promotional material like brochures, pamphlets, posters, accessories like pens, diaries, calendars etc.
- Market Analysis of competitors' and Viggo products:
 - Market capture
 - Pricing Studies
 - Product Studies
 - Promotional Plans
- Conducting market research in order to identify target market, market conditions, customer behavior, industry trends and competition
- Strategic market planning, collecting and analyzing data, worked on development and implementation of new business strategies
- Designing detailed questionnaire and survey
- Working on constant improvement and customer satisfaction
- Post launch follow up with customers and resolution of product related issues
- Conducting seminars, webinars, nurses' trainings etc.
- Follow up with doctors, nurses, intensivists, paramedics and purchase department to generate sales.
- Conducting product trials and resolving issues if any.
- Team training on new and existing products
- Planning and executing sales activities and sales targets with the sales and marketing team
- Currently taking care of the entire Delhi and some hospitals of Manesar and Noida also
- Started many new accounts which are still solely Viggo users; competitive product price to the other renowned brands yet achieved good sales

Brand Manager, Micro Labs, New Delhi (June 2015- June 2017):

- Market research, product launch and post marketing phase analysis
- Was part of the Carsyon division; Cardiovascular Drugs
- Compiling monthly, quarterly and annual sales data
- Team training
- Visiting hospitals and doctors with the sales team
- Organizing promotional activities and conferences
- Conducting monthly, quarterly and annual sales meetings
- Competitors' market analysis
- Analyzing and reviewing business processes, and financial reports
- Maintain MIS report on daily basis of field staff
- Planning and designing contests, brochures, flyers and promotional activities.

Business Analyst in EXL Service, Noida (October 2012 to May 2015):

- Recommends the nature and scope of present and future product lines by reviewing product specifications and requirements; appraising new product ideas and/or product or packaging changes.
- Assesses market competition by comparing the company's product to competitors' products.
- Obtains product market share by working with sales director to develop product sales strategies.
- Assesses product market data by calling on customers with field salespeople and evaluating sales call results.
- Handling multiple healthcare projects and follow up with Healthcare client
- Predicting future sales through effective research analysis by Pharmaco-economics of Drugs-Devices for Reimbursements and state specific guidelines
- Train sales team on product details and to make follow up with broker for the sales
- Client calls: for training, targets, projects, data, analysis and follow-up
- Team management (roster, workflow, attendance, one-on-one, quality, team targets etc.)

ACADEMICS

Course	Board/ University	Percentage
M. Pharm, Pharm-chem	PGIMs, Haryana	67.00
B. Pharm	Gautambudh Tech. University, UP	81.40(Honors)
XII	CBSE	84.20
X	CBSE	85.20

PROJECTS

Bachelor of Pharmacy:

- QSAR Studies: Chemdraw: 2-D SAR study on pyrine-pyridine molecule
- Case Study: Multiple Drug Resistance in treatment of Tuberculosis

TRAINING & CERTIFICATIONS

- **EXL Services India Pvt Ltd : My SQL Certification**
- **Great Learning: Certification in Product Management**
- **Great Learning: Certification in Logistics Management**
- **Udemy: Certification in SAP MM (ongoing)**
- **Microsoft Publisher- Brochure designing**

Hands-on Training: Dispensing, Blending, Granulation, Spectrophotometers, Chromatography, Mixers, Capsule Filling and Tablet Press.

Industrial Training:

- Albert David Labs Ltd., Ghaziabad for 6 months in Quality Assurance
- Unichem Laboratories Ltd., Ghaziabad for 1.5 months in Quality Control

ACHIEVEMENTS

- Gold Medalist for being college topper (B. Pharm)
- Qualified GPAT with 99.97 percentile in 2011 (topper in Delhi-NCR region).
- Scored 9th rank in Gautambudh Technical University in B. Pharm.
- Qualified UGC-NET in 2016.
- Selected amongst 250 candidates at All India level by UPSC, Delhi for AG-III Drug Inspector- 2011 and 2016, SSC CGL-2016, qualified 3-tier exam of AG-III Food Corporation of India (SSC)- 2012 and CPMT in 2007 (rank-1105).
- Achieved best team's award in EXL Service, Noida and been a proactive participant in 'Splash'.