

GUNTUKA SUNNY



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guntuka.sunny@gmail.com

Performance driven, business administration professional with continuous advancement and expertise in Marketing and Operations. To actualize my passion to excel in Pharmaceuticals and Healthcare/Medical Devices and work in an organization where I can further hone my skills. To obtain a position that will enable me to use my strong organizational skills, educational background, and ability to work well with people.



WORK EXPERIENCE

GD Research Center Pvt. Ltd.

Associate Analyst-Pharma/Medical Devices (Aug 2015 to Present) 1 Year & 8 Months

- Conducting market assessment studies on Pharma and medical devices sectors by designing research methodology, questionnaire, data models, forecast techniques, analyzing industry trends and data.
- Integrating highly disparate data points into a unified market model.
- Providing insightful market and SWOT analysis to explain trends and support accompanying market figures.

MedPlus Health Services Pvt. Ltd.

Marketing & Operations-Intern (May 2014 to Jul 2014) 2 Months

- Conducted research on consumer opinions and marketing strategies.
- Collection and analysis of data on customer demographics, preferences, needs, and buying habits to identify potential markets and factors affecting product demand.



EDUCATION

Institute of Public Enterprise

MBA (Marketing and Operations) (2013 - 2015)

Jawaharlal Nehru Technological University, Hyderabad

Masters in Pharmacy - Pharmaceuticals (2011 - 2013)

Jawaharlal Nehru Technological University, Hyderabad

Bachelors in Pharmacy (2007 - 2011)



FEATURED PROJECTS

ChinaBio® Partnering Forum 2016

Proactively follow up leads generated from canvassing by the account managers. Design and modify the database as per the requirements given by Distribution team.

NLSDays 2016 - (Nordic Life Science Days 2016)

Proactively follow up leads generated from canvassing by the account managers. Design and modify the database as per the requirements given by Distribution team.

A Study on Customer Satisfaction on Services provided by MedPlus Retail Pharmacy Stores

Collection and analysis of data on customer demographics, preferences, needs, and buying habits to identify potential markets and factors affecting product demand.

World Health Organization - Pulse Polio

Camp Administrator for Pulse Polio Immunization Programme.

The Right Angle Blinks

Administrator of The Right Angle Blinks - The IPE Hyderabad Students' Photography Club, working for the single point of contact for all photography and photo redesigning activities in the campus by being involved in capturing memories of all events and activities throughout the year.

Industrial Process Development Training- NATCO Pharma

Member of ANAB accredited, AQA INTERNATIONAL and NATCO PHARMA sponsored Industrial Process Development Training Project.




TECHNICAL SKILLS

Customer Relations	● ● ● ● ●
Social Media Marketing	● ● ● ● ●
Strategy Development	● ● ● ● ●
Email Marketing	● ● ● ● ●
Sales Calls	● ● ● ● ●
Business Plans	● ● ● ● ●
Lead Generation	● ● ● ● ●
Market Research	● ● ● ● ●
Data Analysis	● ● ● ● ●
Quantitative Reasoning	● ● ● ● ●
Brand/Product Marketing	● ● ● ● ●
Pharma and Healthcare	● ● ● ● ●
Business Intelligence	● ● ● ● ●
R Software	● ● ● ● ●
SPSS	● ● ● ● ●






PERSONAL SKILLS

Results-oriented	● ● ● ● ●
Independent	● ● ● ● ●
Self-reliant	● ● ● ● ●
Flexible	● ● ● ● ●
Focused	● ● ● ● ●

LANGUAGES

	English (UK) <i>Professional Working Proficiency</i>
	Hindi <i>Limited Working Proficiency</i>
	Telugu <i>Native or Bilingual Proficiency</i>

PERSONAL

	Nationality <i>India</i>
	Date of Birth <i>1989/06/30</i>
	Marital Status <i>Married</i>
	Driving License <i>Yes</i>
	Skype <i>Sunny Guntuka</i>

TEST SCORES

- NMAT 2013 Score - 184
- MBA (HHCM) Entrance Test - All India Rank - 111
- MAT 2013 - 94.29 percentile



Travelling



Photography



Partying



Driving



Cooking



Socialising