

## PRODUCT MANAGER

### Summary

Management professional with 3 years of experience in Pharmaceutical Marketing in India. Launched 2 brands and managed several brands as a Product Manager, proficient in various therapeutic areas. Adept in concepts of sales, marketing and brand management. Currently pursuing masters in Marketing Analytics, I am seeking an on-campus job opportunity.

### Experience

Engie Golden Product Manager 04/2017 to 08/2017

- Designing brand plans and marketing strategies for leading products in dental segment Conceptualized and launched campaigns and inputs for marketing of new brands with active involvement in the annual budgeting for the division.

American Modern Insurance Group King Of Prussia Assistant Product Manager 08/2015 to 09/2016

- Designing brand plans and marketing strategies for leading products in CNS therapeutic area Implementing brand plans for business unit on various marketing activities while handling product portfolio of six brands worth annual sales of INR 10 crores Successfully launched a new molecule brand "Vinsure" as a new treatment option for Major Depressive Disorder Successfully launched 2 new SKUs of brand "Sizlac" used in the treatment of Partial Onset Seizures Organized Continuous Medical Education (CME) programs for leading prescribers in India Actively involved in management of national and international conferences for global CNS leaders.

Senior Territory Manager 05/2014 to 08/2015

- Achieved and consistently exceeded quarterly sales for the assigned territories Successfully promoted "Refresh Tears" which received "The Brand of the Year" award in 2014 Efficiently catered to the target pool of doctors, retailers and patients On-the-job training to the sales force and classroom product training for fresh hires Analyzed and presented sales data for hospitals in different zones Rewards & Recognition.
- Partial Tuition Scholarship for the MS program at Bentley University.
- Highest monthly sales for Vinsure at Alkem - INR 50 lakhs.
- Qualified for the "All India-Achievers Meet" in 2014 as one of the top 5 performers.
- Received an award for Excellence In Sales in 2014.
- Recorded highest unit sales in two consecutive quarters of 2015 in Mumbai and top 5 in India.
- 3rd at the All India sales and products training in 2014.
- Rewarded for being a part of sales promotion team for Refresh Tears.
- Rewarded for successful launch of single use vial Refresh Ezee campaign at top ophthalmologists.

### Education and Training

MS : Marketing Analytics May, 2019 Bentley University , City , State Marketing Analytics

Pharmaceutical Management April, 2014 Narsee Monjee Institute of Management Studies , State , India Pharmaceutical Management

BS : Biotechnology March 2011 Ramniranjan Jhunjhunwala College, Mumbai University India Biotechnology March Dissertation - Market Research, Perception Mapping and Marketing Strategy Development for Candid B (Glenmark) Survey among Physicians - perception about detailing practices of medical representatives, 2011-12 Survey among Gynaecologists - viewpoint on Oral Contraceptives, 2011-12

### Interests

Team co-ordinator of Graduate Women's Leadership Organization, Bentley University 2017-19 \*Worked as a Student Manager-Extension Work for the project "UDAAN" under the University of Mumbai \*Active member of various organizations and volunteering committees for college events

### Skills

budgeting, Oral, conferences, Designing, Marketing Strategy Development, Market Research, marketing strategies, marketing, promotion, Sales Additional Information

- COMMUNITY LEADERSHIP \*Team co-ordinator of Graduate Women's Leadership Organization, Bentley University 2017-19 \*Worked as a Student Manager-Extension Work for the project "UDAAN" under the University of Mumbai \*Active member of various organizations and volunteering committees for college events