

RITU KAMAL

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SUMMARY

- Medical device product marketing professional with 7+ years of experience in molecular diagnostics, cancer genomics, new product development and healthcare startups
- Experience with global commercial product launches and business model development; worked in India, greater China, South Africa, and the US
- Biomedical engineering training at Princeton & Penn, Stanford Biodesign Fellow, MBA from Berkeley-Haas.

PROFESSIONAL EXPERIENCE

CELLMAX LIFE

Director of Marketing

2014 - present

- Led successful commercial launch of 4 new products in the oncology blood diagnostics space
- Directed product management at this Series B oncology diagnostics company; managed product portfolio of cell-based and genomic assays for multiple solid-tumor cancers; responsible for clinical study management
- Ran commercial launch planning and execution for the Taiwan market; preparing for launch in India and China
- Managed a global, internal marketing and clinical affairs team and external vendor teams

STANFORD GLOBAL BIODESIGN, Stanford University

2013-2014

Global Project Manager

Entrepreneurship

- Guided startup companies' commercialization strategies in emerging markets; created market assessments and business plans for two diagnostic products; helped raise \$450,000 in grant funding
- Published over 20 research papers, articles, case studies and curriculum materials on medical technology innovation ecosystems in emerging markets, especially India and China

Project Management

- Led team members in new project implementation, including conceiving and managing the development of a new web-portal for Indian medtech entrepreneurs; managed device development projects
- Managed efforts to create a new multi-million dollar partnership with a key global health organization to bring new technologies developed at Stanford to market in low-income countries

ROCHE DIAGNOSTICS (Ventana Medical Systems)

2011-2013

Scientist

Product Development

- Conducted extensive technical experiments under Design Control on a new, molecular diagnostic platform
- Developed and validated several new test methods for testing design specifications for the diagnostic platform
- Communicated experimental results via technical reports, product demonstrations, posters and presentations
- Significant experience with mammalian cell culture, plasmid construction, PCR, ELISA, protein purification, fluidics, imaging and other laboratory techniques

Project Management

- Led test planning (verification and validation) efforts for technical analysis of prototype instrument; team was able to meet product development milestone 60 days early
- Coordinated across internal teams like engineering, software, biochemistry, external consultants and vendors
- Responsible for liaising with marketing to modify product requirements post customer input
- Extensive experience with product lifecycle management software and project planning software

INDEPENDENT CONSULTING

2010-present

- Faculty Mentor, Stanford Biodesign: Mentored visiting faculty members from universities like Tokyo, Oxford, Tsinghua on medical device innovation processes and assisted in setting up new innovation programs
- Project Manager, Lunar Design (now McKinsey and Company): Enabled launch of a new life sciences consulting practice, produced client pitches, created design-control-related processes, managed technical projects

- Market Analyst, various: Generated a market analysis of emerging markets for several startup medical device companies, including NeoCue Medical, CAPNIA Inc., and others
- Market Analyst, Gates Foundation: Assessed market opportunity for healthcare solutions specific to resource-limited settings; products researched include contraceptives, antibiotics and point-of-care diagnostics
- Asia Consultant, Center for Healthcare Innovation: Organized workshops and conferences on healthcare innovation in emerging economies; mentored social entrepreneurs affiliated with CHI

CENTER FOR ADVANCED STUDY OF INDIA, University of Pennsylvania

2008 – 2009

Research Associate

- Analyzed human resources and product development strategies of companies in the Indian life-sciences sector by surveying over 250 companies; results published in peer reviewed journal
- Interviewed key executives at top Indian biotech and pharmaceutical companies to understand challenges in recruiting appropriate talent to drive research and development of novel bio-pharma drugs

MOTHERS2MOTHERS, Cape Town, South Africa

2007 – 2008

Princeton-in-Africa Fellow

Strategy and Execution

- Conducted feasibility analyses to inform organization's expansion strategy following \$1M USAID funding; organization successfully expanded prevention-of-mother-to-child-transmission-of-HIV programs to seven additional Sub-Saharan African countries
- Played key role in setting up the first national PMTCT-dedicated phone helpline center in partnership with South Africa's most popular TV series, leveraging growth of cellular phone usage in southern Africa
- Center manager: managed 8 member team, identifying problem areas and troubleshooting

PUBLICATIONS

Papers and Articles

- Regular Contributing Op-Ed Writer, *The Indian Express*
- *Regulation of Medical Devices in India*; published in The Hindu Businessline, May 2013
- *Barriers to Commercialization of Medical Technologies in India*; published IEEE LifeSciences Newsletter, 2013
- *Health and Innovation*; speaker at TEDx Gateway, Mumbai 2010
- *Human Capital Management Strategies: A Survey of the Indian LifeSciences Industry*; paper at "Pharmaceuticals in Developing and Emerging Economies" at University of Hyderabad, 2010
- *Programmed Differentiation of Mouse Embryonic Stem Cells using Artificial Signaling Pathways*; paper at the "International Genetically Engineered Machines Competition" at Massachusetts Institute of Technology, 2006

Books

- Global Case Writer, *Biodesign: The Process of Innovating Medical Technologies*, Cambridge University Press, 2015
- *Prapanch Kanya*. New Delhi: Viva Books Ltd, 2008
- *Panch Kanya*. Mumbai: Bharati Vidya Bhavan, 2001. Nominated for the International IMPAC Dublin Literary Award, 2002

PATENTS

- A Device and a Method of Auditory Impairment Screening. Assigned to BCIL, Government of India; Patent Submission Number: 2962/DEL/2010

EDUCATION

UNIVERSITY OF CALIFORNIA BERKELEY, Haas School of Business

2018

Master in Business Administration (MBA)

expected

UNIVERSITY OF PENNSYLVANIA, School of Engineering and Applied Sciences

2009

Masters: Biomedical Engineering

PRINCETON UNIVERSITY

2007

Bachelors: Electrical Engineering. Certificates in: Engineering Biology and Neuroscience