

Prashanth Santhanam

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Experience

CIPLA. LTD—Mumbai, India

2012 – 2015

Sr.Product Manager- Crafted promotional strategies for customer acquisition and retention, Analyzed market trends and brand health status, Managed brand budget and forecasting, Conceptualized strategic initiatives and executed strategies with cross- functional team and external marketing firms, Market research to suggest brand extensions or product augmentations and to gain customer insights

- Developed and launch multi-channel(digital, print, web and IVR) campaign to drive sales (15-20% growth)
- Contended competition by initiating differential campaigns as BIP (Best inhalation Practice) (gain in 4-5% Market Share)
- Steered round table meets to create and develop new prescriber (increased prescriber base by 10%).
- Initiated geographic specific campaign to enhance performance of high contributing regions (regions growth accelerated by 20% achieving 101% of given budget)
- Managed training team of 500 field force using various platforms like IVR, website, Survey monkey etc. (increased share of voice 2 folds)
- Led and coordinated a team of 8 product managers in organizing national conferences e.g. Napcon

GUFIC BIOSCIENCES LTD—Mumbai, India

2010 – 2012

Product executive- New product launch strategy, Craft and execute quarterly promotional strategy, Supervise brand content, Analyze sales data track brand performance, Cross-department coordination (R&D, Operations)

- Analyzed market and launched 5 new products [Anti-biotic, Anti-malarial, Hematinic & Herbal product for bones] extending product portfolio and generating additional revenue of 10% to sales.
- Streamlined sampling cycles every quarter, It improved 10% sales of sampled products

Earlier Positions

SRL Ranbaxy, Territory Manager, Diagnostic—Mumbai, India

2008 – 2010

Skills

Product Management, Marketing Research, Market Analysis, Sales Management, Marketing Communications

Education

Master in International Marketing (MIM)

Expected August 2016

Hult International Business School | San Francisco, California

- Vice president Marketing Club
- 2nd place in HULT prize

Master in Business Administration (MBA)

June 2012

Institute of Technology and Management (ITM) | Mumbai, India

Bachelor in Biotechnology (BSc Biotech)

July 2008

G.N.Khalsa College | Mumbai, India

- Won 1st or 2nd prize in inter-college competitions

Additional Information

Work Authorization: USA visa

Languages: English, Hindi, Tamil, Marathi