

P.K. Koduri
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As an accomplished medical device marketing professional, I have a proven track record of developing and executing effective go-to-market strategies for innovative products. I attribute my success to a proactive approach to keeping up with the latest technological advancements and market trends and my ability to leverage diverse skills and expertise to identify opportunities for improvement and innovation. In my previous roles, my ability to achieve alignment on critical issues across functional areas within an organization has resulted in increased efficiency and profitability. I am confident I can bring these results to any future project or team.

PROFESSIONAL EXPERIENCE

Cook Medical LLC, Bloomington, IN September 2010 – Current

Cook Medical develops innovative, minimally invasive medical devices to improve patients' lives.

Joint Appointment to MedSurg and Vascular Divisions

Divisional Marketing Manager (January 2021 – Present)

I partnered with marketing leadership to create a new role for introducing innovative strategic marketing practices. The goal is to implement cutting-edge strategies for driving growth and achieving results while staying ahead of the competition. This role will significantly contribute to our marketing efforts and help us achieve our goals.

MedSurg Division

- Led cross-functional sprint to develop a brand campaign for new vitrification devices that highlights their importance in oocyte cryopreservation and IVF success.
- Conducted design sprints to create a go-to-market plan for an innovative endoscopy platform. This platform revolutionizes ERCP procedures, enhancing surgeon experience and patient outcomes.

Vascular Division

- Spearheaded developing content strategy and producing a successful half-day webinar with global experts on pacemaker lead complications prevention and management.

Vascular Division

Global Market Outlook Manager (January 2018 – December 2020)

- Led a successful horizon-scanning project by analyzing industry and technology trends, regulations, and policies to develop future scenarios for healthcare.
- Collaborated with key leaders to develop strategic playbooks to address the above mentioned scenarios, including recommendations on potential partnerships and strategic investments in AI, robotics, and additive manufacturing.

Aortic Intervention

Global Product Marketing Manager – Abdominal and Visceral Endografts (January 2017 – December 2018)

- Owned and executed a global marketing mix for a \$250+ Million portfolio of Abdominal and Visceral endografts while driving adoption in regional markets.
- Collaborated with product and sales management to achieve high single-digit market share growth for the visceral endograft portfolio.
- As a vital member of the transformation team, I contributed to consolidating and streamlining marketing and sales functions across four separate SBUs.

Manager – Strategic Projects (May 2014 – December 2016)

- Developed and implemented a successful sales and marketing campaign to educate the market on the importance of seal zones and how our endografts meet that goal.
- Assisted senior leadership in developing annual strategic plans and prioritizing investments to drive growth.
- Conducted due diligence on the cardiothoracic specialty and advised the executive team on the most effective approach to engaging this specialty.
- Developed a health economics framework to support global development and commercializing new products and platforms.
- Developed a distributor channel strategy framework for the Latin American and Asian markets.

Product Manager – Americas (September 2011 – May 2014)

- Successfully launched the first FDA-approved fenestrated abdominal endograft in the US, meeting all post-launch objectives, including revenue and market share targets for FY2013.
- Developed an Advanced Clinical Specialist program to support the launch of Zenith Fenestrated endovascular graft in the US.
- Developed and implemented a 2-day physician workshop to comply with FDA requirements for Zenith Fenestrated Graft PMA.
- Recruited a team of physician proctors to support 2-day intensive Zenith Fenestrated workshops.

Clinical Specialist (September 2010 – September 2011)

- Conducted in-service training for OR and office staff in vascular surgery departments.
- Provided technical and troubleshooting support in the OR and assisted surgeons in planning and sizing endovascular procedures.
- Represented Cook Medical at regional conferences and grand rounds.

Marketing and Strategy Consultant March 2008 – August 2010

Provided due diligence, strategic planning, and innovation management services to startups and small and medium-sized enterprises.

- Developed a SaaS product, GatherWare, to enable companies to harness their employees, partners, and customers' collective intelligence.
- Successfully implemented GatherWare for a team of 150+ engineers at a global manufacturing company, improving production efficiency and enabling new product development.
- Developed a business plan, conducted due diligence, and created an investor pitch for an innovative senior care services startup planning to launch in India.

Lexmark Intl., Lexington, KY June 1999 – March 2008

Lexmark International is a worldwide leader in developing, manufacturing and supplying printing and imaging solutions for homes and offices.

Consumer Printer Division

Program Manager – Innovation Management (June 2006 – March 2008)

- Developed a detailed process to help executive sponsors frame problems, identify participants, and establish metrics to select top ideas for implementation.
- Successfully launched and managed six two-week-long idea-generation events with groups ranging from 100 to 1,500 participants. The events included an innovative trade promotion campaign, a new product, and operational cost savings.

Senior Product Manager – Inkjet Supplies (March 2004 – June 2006)

- Launched a new line of branded inkjet photo papers in the US, generating \$1.65M in revenue and a top 10 ranking in the inkjet photo paper category within the first three months.

Sabbatical (July 2002 – March 2004)

- While at Lexmark International, I took a sabbatical to pursue an MBA in Marketing and Strategy from Indiana University's Kelley School of Business.

Senior Associate Engineer (June 1999 – July 2002)

- Improved forecasting techniques and implemented inventory management initiatives resulted in a 50% reduction in component inventory.

EDUCATION

Kelley School of Business, Indiana University, *MBA*, Marketing, and Strategy March 2004

The University of Louisville, *MS*, Chemical Engineering August 1999

Indian Institute of Technology, India *BS*, Chemical Engineering May 1997