Pooja Pendharkar

MBA - IIT Bombay SJMSoM, KU Leuven University Belgium
https://poojapendharkar.github.io/

PROFESSIONAL EXPERIENCE		21 MONTHS
Cochlear India	**Management Trainee- Recipient Services Specialist**	**Jul 19- Jan 20**
Responsibilities	• Devised **sales strategy** to promote **product and accessory upgrades** in Vidarbha and Chhattisgarh region • Identified actionable customer needs by engaging in 1:1 meeting with 65% of userbase to drive customer focus • Collaborated with channel partners to resolve customer needs and drive demand through **brand activations** • Managed multiple accounts assisting with sales activities, training, marketing co-ordination and sales pipeline • Onboarded new stakeholders to grow market and enhance customer service availability in farfetched areas • Worked with salesforce team to roll out new feature of after sales upgrade funnel and competition intelligence	
Cochlear India	Summer Internship: Pre-Launch for Baha 5 product portfolio for Cochlear India in Mumbai	
Responsibilities	• Facilitated the execution of **Controlled Market Release** for launch of new product segment (Baha) in Mumbai • Completed **157 meetings** and devised prioritization matrix for surgeons based on overall practice and interest • Gauged the feasibility of ENTs to be future Baha surgeons and sensitized **124 surgeons** with launch timelines • Co-ordinated with various stakeholders of Cochlear and external clinics/hospitals to facilitate **7 patient trials**	
Achievements	• Awarded **Pre-Placement Offer** for demonstrating exceptional performance during Summer Internship • Generated sale of **4.2 lakh INR** by managing end to end process of onboarding candidate and new clinics • Created a **Standard Operating Procedure** for Baha 5 Trial to be used by all Sales Managers across India	
Cochlear India	Winter Internship: Assess the opportunity for Bone Conduction/Acoustic Solutions in Mumbai region	
Responsibilities	• Conducted **exploratory market research** to understand the current market state for conductive hearing loss • Estimated the opportunity for new product portfolio based on the field work by meeting **25 stakeholders**	
Cognizant Technology Solutions	**Programmer Analyst**	**Feb 16- May 17**
Responsibilities	• Analyzed and resolved user **tickets** for platform support based on application, server failures in **Documentum** • Maintained server and job health using **Nagios** tool for **incident and service request management** • Carried out the responsibilities of **Single Point of Contact** for resource, training details of overall India team • Helped onboard and train Level 1.0 team as an Incident specialist to get them acquainted with the project	
Tech Stack	SQL, Python, Java, HTML, CSS, Figma, Trello, MS Excel, Tableau, Google Analytics	
Key Skills	Sales & Marketing, Product Management, User experience, Analytics, Stakeholder management, Market research	

ACADEMIC QUALIFICATIONS

Degree	Institute/University	%/CGPA	Year
Master of Management	SJMSOM, IIT Bombay	6.84/10	2019
B. Tech (Comp. Sci)	Government College of Engineering, Amravati	7.93/10	2015
Class XII (Maharashtra)	R.L.T. College of Science, Akola	85.50 %	2011
Class X (Maharashtra)	Holy Cross Convent, Akola	90.30 %	2009

ACADEMIC DISTINCTIONS & CO-CURRICULAR ACHIEVEMENTS

Academic Excellence	• Selected for the **International Exchange Program** at **KU Leuven University Belgium**	2018-19
Professional Certifications	• Successfully completed **Product Management** by Evan and Cole course from **Udemy**	2020-21
	• Certified in **User Experience: Digital Skills** by **Accenture** from **Future Learn**	2020-21
	• Successfully completed Certification in **Digital Atelier** in **Basics of Online Marketing**	2019-20
	• Certified in **Google Ads Search, Google Fundamentals and Google Analytics**	2019-20
	• Certified in Introduction to **Consumer Neuroscience & Neuromarketing** - CBS Coursera	2019-20
Author	• Selected out of 809 nominees for publishing a story on Care-Nx startup at AIM2Flourish	2018-19

POSITIONS OF RESPONSIBILITY

Member, MarkTrix Club SJMSOM, IIT Bombay	• Organized the Marketing Continuum, a rolling seminar series, hosting **9 industry stalwarts** • Organized and promoted **BrandStruck'18** generating **1552 views** to increase visibility • Designed Mark-Set-Go, the annual magazine by MarkTrix and managed Instagram account • Mentored 115 juniors by conducting marketing sessions, GD's and panel interviews	2018-19
Co-Founder, E-Cell, Government College of Engineering, Amravati	• Conducted **6** competitive events for **400 students** from Amravati district- Kautilya Fest • Led a team of **20+ members** for budget allocation, and audit as the **Administrative Head** • Worked as **Public Relations forum head** to conduct 6 entrepreneur interactive session	2015-16

EXTRA CURRICULAR ACTIVITIES & INTERESTS

Google Students Program	• Publicized all the events conducted by Google Students Club on campus as **Publicity Lead**	2014-15
Avenues Member	• Co-ordinated with **7 eminent speakers** for the Global Leadership Summit- Alankar Series	2017-18
Ed-Support - NGO	• Mentored 7th class students in English by visiting shelter homes under **Make a Difference**	2016-17
Anchoring	• Hosted a speaker event by **Brett Lee** on hearing loss awareness with footfall of **900 people**	2018-19
Recognitions	• Secured 2nd position in Prajwalan Times an event in Prajwalan'14 - National Level Tech Fest	2015-16

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