

Objective

To be in an intellectually stimulating environment where I can best use my professional expertise and maximize my management skills in the areas that are in line with the organizational strategic activities and growth plans.

Professional Summary

A Proven Business leader with a little more than two decades of rich experience in **Health Care domain** with some of the admired companies like **GE Healthcare, Novo Nordisk, Zydus Cadilla, Dr.Reddys** and who is an expert at continually refining and advancing an organization. Able to take the helm and chart out and drive forward ambitious and feasible strategic growth plans. An accomplished Management professional known for creating dynamic **marketing/Branding/sales/operations/people management** (Pharma and Medical Devices)/**Education** strategies of multi product lines. Possesses an entrepreneurial spirit that is coupled with strong business acumen and managed teams spread across geographies. Key strengths include an ability to resolve problems, Operations, effectively delegating and managing teams, helping define goals and developing opportunities. Has Comprehensive understanding of global Pharma and Healthcare industry processes and strategic Branding & sales strategies and Management. Traveled extensively for implementing strategic organizational plans.

Key Skills

- **Commercial Leadership in Healthcare** ~ Marketing and Sales Leadership roles in healthcare both Medical devices and Pharmaceutical Industry.
- **Marketing & Commercial Operations** ~ In depth understanding of Marketing and experience in leading and setting up process and operation rigor.
- **Strategic Planning** ~ Incubated business Models through innovative strategy and executed large-scale Projects.
- **Business & Market Analytics** ~ Intrinsic understanding of market and business understanding. In depth experience in Market Research in Healthcare
- **People Leader** ~Lead a team from 3 to 25 people with high engagement level.

Achievements

- Recipient of the Annual GEHC SA President's award-2016
- Recipient of the Annual GEHC SA President's award-2015
- Nominated for WILL 2015(Women Initiative on Learning & Leading)
- Recipient of the global CEO award Q3 2013 (One of the prestigious award in GE) for external focus from GE Healthcare
- Recipient of the CEO award Q4 2013 (One of the prestigious award in GE) for Growth from GE Healthcare
- Received accolades in the first 2 months for handling Novo Nordisk Diabetes update in Colombo.

Employment History

Genworks Health Private Limited (A Wipro GE invested company) as General Manager (consultant) Pharma and Education Feb 2019 till March 2020

- Created and set up the team for Pharma sales and solutions deployment.
- Created screening solutions in areas of cardiology, oncology with the digital teams to enable screening solutions and advance analytics.
- Based on the need created and deployed cardiology screening solutions for one of the Pharma companies.
- Launched the education solutions vertical for the Pharma business.

GE Healthcare (Wipro GE) as Lead Modality Manager- Education Solutions business – Jan 2015 to September 2016 and Promoted as Senior Modality Manager October 2016 till Jan 2019

Typical Work Activities/Roles

- Created and Lead the team for B2B business for Pharma and Partnerships business for Education solutions and Equipment Sales for South Asia, Africa, and ASEAN which included the below
 - ~ Conceptualized and launched the Education solutions channel for upskilling the healthcare Professionals, by identifying the training needs. Worked on designing solutions which included identifying the simulators and working with the product teams to develop and customize the product solutions.
 - ~ Collaborated with medical associations both Indian and International and leading KOLs in respective segments to accredit and deliver the training Programs.
 - ~ Lead the Execution of education workshops PAN India.
 - ~ Relationship management and CXO level connects with the Pharma companies.
- Worked with cross functional teams i.e. ultrasound (cardiac & Obs/gyneac), Intervention cardiology and oncology solutions team to deploy education Trainings programs , which were perceived as key differentiators and enabled better market Penetration and creation.
- Market assessment and Market creation, expansion and retention of the existing market for Education Solutions.

- Worked on strategic alliances with other healthcare companies.
- Dual Hatted in 2015 and had Set up the Contract Sales force team, first time in GE for Value product range of cardiology and Maternal Infant care range in 2015 and handed it over to the segment teams in 2016.

GE Healthcare (Wipro GE) as Segment Manager-Primary Care – Pharma – March 2011 to Jan 2015

Typical Work Activities/Roles

- Handled the Marketing and Operations for the Cardiac channel reaching out to the Physicians with Diagnostic Cardiology and Value Cardiac Ultrasound range of products.
- Lead Sales forecasting, Inventory management and Pricing.
- Increased business revenue and penetrating the physicians' market by strategic marketing initiatives of cardiology products, with the Primary Care Channel to physicians.
- Been instrumental in doubling the sales in 2012 & 2013 two years. And increasing the Install base of GE healthcare.
- Internal communication and Training to the sales team enabling the sales force to become more effective. Introduced metrics and objectives to marketing programs and creating value propositions for products.
- Optimized Product launches and Trade Show participation with defined objectives and metrics.
- Evolved training programs for Doctors on Basics of ECG & ECHOES
- Deployed various Schemes to support alternate channels to support sales.
- Set up the online sales channel, launched the Online dealer first time in Ge healthcare to sell Value devices online.
- Planning, Implementation and Execution of Strategic alliances with Pharma companies to leverage their reach to the healthcare providers.
- Individually contributed to the Sales of Equipment to the Pharma companies with some big orders .

Indigene Pharmaceutical as Sr Marketing Manager - March 08 to Oct 2010

Typical Work Activities/Roles

- Overseeing the Post Launch activities in Bahrain and Cyprus for OTC Herbal category products. Preparing for launch in UAE, Qatar, and Oman.
- Monitoring the sales in the above countries. Developed systems to ensure Marketing & Sales force Effectiveness.
- Evaluating & short-listing Markets in MENA region for launch of Indigene's Consumer Healthcare Products.
- Liaising with the sales head to finalize the distributors in the new countries & getting orders. Training the sales Representatives of the distributors.
- Coordination with regulatory to Finalize of Packaging for MENA Markets and India
- Set up the vendor management process.
- Coordinating & providing Support to the US Marketing team.
- Involved in finalizing the emarketing strategy for US launch.

Biological Evans as Senior Product Manager - June 2007 to Feb 2008

Typical Work Activities/Roles

- Launched of the vaccines division which included business planning for the division and individual product launch plans.
- Finalization of packaging for new products and cooperate stationary.
- Training program for the field force
- Evaluating products of partners for marketing tie ups.

Novo Nordisk India Pvt Ltd., Bangalore as Product – Manager from January 2003 to May 2007

Novo Nordisk is a healthcare company it is a World leader in diabetes care and a Global Fortune 500 company. With headquarters in Denmark, Novo Nordisk has offices in 79 Countries and markets insulin in 180 countries. Novo Nordisk is the market leader in the Indian insulin market

Typical Work Activities/Roles

- Planning and initiating brand campaigns
- Coordinating with Brand Managers for initiating Brand specific strategies & new Product road maps and launches
- Planning and executing internal Conferences for motivating sales force
- Initiating new reward programs to motivate sales force
- Working closely with Key opinion leaders in awareness generation in the therapy area
- Coordinating National & International Conferences/Congresses

- Planning, executing large size (350 – 400 participants) conferences for doctors at international level with eminent branding
- Responsible for managing budgets for events
- Conceptualization & Initiation of Brochures, action plans & other handouts to sales force
- Dealing with hotels & airlines to get the best rate for all events

Zydus Cadila as Asst Product Manager from Feb 2002 to Jan 2003

Typical Work Activities/Roles

- Brand plans and Marketing initiatives for Promotion the existing range of vaccines
- Implementation of brand strategies
- Launch of new vaccines like the anti rabies & chicken pox
- Meeting the key opinion leaders and maintaining a rapport with them
- Coordination with organizing committees of national conferences like Pedicon & other local committee for promotion of the vaccines

Biological Evans as Product Executive - June 2000 to Feb 2002

Typical Work Activities/Roles

- Brand plans and Marketing initiatives for Promotion the existing range of vaccines & pediatric products
- Implementation of brand strategies
- Launch plans for new range for Products like antibiotics, heamatinics
- Coordination with Aventis Pasteur for marketing strategies for there range of vaccines

Dr Reddys Laboratories as Management Trainee - May 1999 to June 2000

Typical Work Activities/Roles

- Worked with the brand Management team with Special Product Campaigns
- Worked with the market research team in analysis of data from ORG-marg & C-Marc
- Created & managed the database of doctors and chemist list nationwide.
- Worked with the event management team for Coordinating events & logistics for Major National Conferences

Education

- Post Graduate diploma in Business Administration (**PGDBA**) (**Equivalent to MBA**) from Institute for Technology and Management, **Vellore Engineering College**.

- Bachelors in Home Science from Andhra University
- Post Graduate Diploma in systems Management (PGDSM) from Academy of computer Education (ACE)

Linguistic skills

- English Medium of education
- Speak two other Indian languages fluently

Other Interests

- International traveling driven by a keen interest for other cultures and meeting new and interesting people.
- Cooking, reading, meeting people, listening to music

Personal Profile

- Name Padmaja Sajja Bobba
- Nationality Indian
- Sex: Female
- Date of Birth: 5th September 1976
- Marital Status: Married

References

Shall be furnished on request