

## About Me

I am Rohan Kumar from Bihar. I have done my M.Sc Biotechnology from MIT-WPU,Pune.

Currently, I am associated with Apelo Consulting as a Market Research Analyst wherein I am working on various market research projects like Healthcare IT, PMI, IVD\_APAC, PNH\_IVD, Cervical Cancer\_Screening, Surgical Gateway & Consulting, IVD\_PNH etc.,

### **My Roles and Responsibilities –**

- Performed professional primary & secondary research in order to identify, market landscape, customer needs, market trends, and competition in Healthcare and pharma domains.
- Completed strategic market planning, collected with help of quantitative and qualitative methods.
- Experienced market research leader proficient in leading and supervising internal teams to drive optimal performance and productivity. Adept at providing guidance and support to ensure team success.
- Additionally, I am dedicated and result-driven professional with a proven track record of delivering effective research solutions.