
Jyoti Hooda - M. Pharm (12+Exp)



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- Email: hooda24@gmail.com
- M. Pharm (Pharmacology) from Delhi Univ. 12+ Years Exp. in Life sciences/Pharma industry with focus on Market Research, Competitive Intelligence, Scientific intelligence, Business Research and Market Research

Experience Summary

- **Frost & Sullivan**- Senior Healthcare Consultant (May 2017 - till present)
- **Cheers Interactive** - Senior Manager, CSI (April 2015- April 2017)
- **GlaxoSmithKline** Knowledge Center (WNS Global Service) - Group Manager, CSI (2011-2013)
- **General Mills** - Team Lead, ITQ Global Business Service (2009 - 2011)
- **Wockhardt Ltd** – Research Scientist (2006 - March 2009)
- **Panacea Biotech** - Research Scientist, R&D (2003-2006)

Key Strengths

- Experience in project execution and management in competitive/business/scientific intelligence, work in global Pharma/FMCG/healthcare sector
- Skills: Market research (Primary and secondary), Market Assessment, Business research, Competitive & Scientific intelligence, Project management, client and Team management etc.
- Quantitative Database: Exposed to using data from Secondary data-bases like IMS, Gartner, IMS, Evaluate Pharma, Data monitor, Euromonitor, Decision Resources, Nicholas halls (OTC), Mintel, etc.
- Scientific Database# Exposed to using data from Secondary data-bases like *PubMed, Embase, Medline, Thomson Pharma, Cochran reviews, Scopus, Sci search, Dialog - Datastarweb Suite, Cochrane Library, Ebsco Host, Nexis and Proquest* etc.

Education

M Pharm, Pharmacology – DIPSAR - 2002

B Pharm, DIPSAR - 2000

Frost and Sullivan

Senior Healthcare Consultant (May 2017- till present)

Transformational Healthcare

Profile:

- Responsible for overall project, client and team management across multiple projects/client engagements
- Key role in organization improvement initiatives and activities such as knowledge management.
- Consulting, Market research and Business analytics projects across Middle-east (UAE, KSA, Egypt), Africa (Algeria, Morocco) and South Asia
- Executed multiple consulting and market research/analytics projects like: analysis of the dengue and chikungunya diagnostics market in India, assessment of in-licensing opportunities for a company, oncology diagnostic market assessment, therapy analogue assessment for high end medical consumables like cardiac resynchronization therapy, endovascular aortic stent grafts etc., stakeholder mapping, brand equity assessment for glaucoma products, assessment of physician's behavior and determining ways for their effective engagement, assessment of awareness, behavior and attitude among the general public for pneumonia vaccination in Middle East, assessment of pharmacist's behavior and motivation factors with respect to select retail products, assessment of adoption of a brand, drivers & restraints and insights on growing the brand in a country, market opportunity assessment for colposcopy etc.
- Content writing: reports, country Fact Sheets and white papers

Cheers Interactive

Senior Manager - Consulting (April, 2015- April2017)

Pharma & Life sciences vertical

Profile:

- Working as Senior Manager for Healthcare/ Life Sciences/ Food/ Consumer Care/Medical device/ Diagnostics/ Animal Health/Agriculture industry across the globe
- Responsible for providing end-to-end solutions/support to clients by an apt mix of Business research and intellectual property.
- Managing teams, executing and delivering solutions/ Insights based on the following:
- Market entry strategies, Market Assessment/ growth potential, Customer preference, Brand strength, Benchmarking, Emerging market entry from IP and business perspective
- Due diligence studies, Licensing support/, M&A, Business Intelligence, Competitive benchmarking, White space/need-gap analysis
- Open Innovation and Technology/ scouting projects to identify new solutions from different/allied domains, providing Insights for yearly innovation plan for diagnostics, crop science, food industry etc.
- Identifying and understanding the innovation based on the various ingredients/technologies being adopted by various Food & beverage industries

GlaxoSmithKline knowledge Center (OSP WNS Global Service)

Manager Research & Analytics - (September, 2011- December 2013)

Consumer Health care R&D (OTC business)

Profile:

Project Management

- Managing complex projects, end-to-end, and support Sales team in drafting client proposals
- Being responsible for the complete design of the analytical approach and work plan of projects

Client Management

- Understanding the client objective, managing client expectations, and handling client communication on projects independently
- Work closely with CI team at GSK (Parsippany) to identify and clarify business development needs and objective

People Management

- Managing project team(s) – providing regular feedback and offering step-up opportunities to develop advanced skills, and managing professional development on projects
- Mentoring individuals, apart from project teams, in their career and professional aspirations
- Performance management and appraisal for the team members

General Mills

Team Lead (Research Scientist): (April, 2009- 2011)

Global Business Service, ITQ

Profile:

- Competitive & Scientific Intelligence for globally one of the leading Food Company
- Lead projects focused in the field of Food Science and Technology, Nutrition and healthcare
- Sourcing relevant information and data using secondary as well as primary research techniques
- It includes Scientific (literature search/clinical studies, patent - prior art search and patent landscape, clinical trials, & regulatory) & Commercial aspects (sales, market growth, brand profiling, product profiling, marketing tool analysis, Product launch analysis, field innovations and trends, competitor tracking and current trend analysis)
- Gathering, analyzing and synthesizing data and information using appropriate analytical methodologies and frameworks
- Keeping an update on new emerging technologies, Innovation in the field of food and Nutrition science relevant to Company

Wockhardt Ltd

Research Scientist (June 2006 - March 2009)

Profile:

- Ensure that the project deliverables are on time
- Responding to clients queries in time and designing the database as per the client requirements
- Define problems collect data, establish facts, and draw valid conclusions
- Troubleshooting, to analyze the situations and to make appropriate decisions
- Proactively shares expertise with others on the team
- Review project schedule with senior management and team members
- Contributed to the development of new business materials and presentations related to the practice area
- Develop & execute the strategy related to analytics. Build and grow the business vertical
- Sourcing relevant data and data using secondary as well as primary research techniques

Panacea Biotech

Scientist, (2003-2006)

New Initiatives in R&D

Profile:

- Technology assessment and gathering data for analysis
- Identify monitor and report on current scientific clinical market customer and competitive trends for multiple disease areas
- Technology assessment using Primary and secondary research on projects looking out for information on the Indian & global pharmaceutical markets with respect to key players and products in specific market segments
- Search and consistently deliver medical and competitor information from public sources like: google, full text scientific journal articles, government websites, medical websites, etc.

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