

Career Objective

To build a meaningful career in a challenging work environment in the area of pharma consultancy and do all it takes to propel organization growth.

Summary

B.Sc. Biotechnology from Fergusson College, Pune & MBA-Biotech in Marketing from University of Pune, Department of Management Sciences, Pune, with over one year experience in pharma consultancy, ZS associates. Good at taking initiative, adaptable & quick learner, possesses good analytical & strategic knowledge.

Work Experience

Currently associated with ZS Associates as an **Associate in pharma consultancy domain**, since **May 2013**

Work experience:

Analysis and synthesis of information and data collected through Primary/ Secondary research and subscribed data-sources, for various pharma client and internal projects

Client projects:

1. Analog research for various forecasting projects
2. Opportunity assessment and market prioritization for biosimilar products launches
3. Customer journey mapping for several diseases
4. Epidemiology research
5. Key opinion leader mapping for various therapeutic areas
6. Global emergence and specific scenarios of biosimilars in 36 countries
7. Served as Client Knowledge Guide (CKG) for one of the top clients

Internal ZS projects:

1. Emerging trends and overall healthcare ecosystem in USA

Key Skills Used:

Primary and secondary research, handling various proprietary databases, analysis of data using MS office, creation of client ready documents such as reports, presentations, white papers etc.

Educational Qualifications

Master of Business Administration (Biotechnology – Marketing) with First Class, (2013)

Department of Management Sciences,
Pune University (Pune)

Bachelor of Science (Biotechnology) with First Class, (2010)

Fergusson College (Pune)
Pune University

Summer Internship

Company: International Crops Research Institute for the Semi-Arid Tropics (ICRSAT)

Duration: 2 months

Project Title: A study to assess the role and impact of Business Planning and Development units (BPD's) of NAIP in business incubation and technology commercialization.

Objectives:

1. To understand the objectives and guiding principles of National Agribusiness Innovation platform- Business planning and development units.
2. To study the various aspects of technology commercialization by BPD and business impact, institutional impact and socioeconomic impact of BPDs.
3. To study the organizational structure of BPD and various services offered by BPD for business incubation.
4. To study and suggest marketing strategies for growth development of BPD and entrepreneurs

Key Skills Used:

Data collection through primary and secondary research, setting questionnaire and discussion guides for interviews in primary research, data analysis and report creation using MS office and SPSS etc.

Projects Undertaken

INHOUSE PROJECT:

Project Title: A study of market research for self-help groups in a trade fair “Bhimthadi Jatra”, Pune.

Objectives:

1. To study the structure and management of Bhimthadi Jatra.
2. To study consumer behavior and buying pattern amongst the consumers.
3. To understand the problems faced by consumers and stallers in fair.
4. To study the promotional strategies of trade fair.

Key Skills Used:

Data collection through primary research, setting questionnaire for interviews in primary research, creation of report using MS office

GRADUATION PROJECT:

Title: Biodegradation of crude oil by using *Actinomycetes* species

Duration: 1 year.

Objectives:

1. Isolation of *actinomycetes* from crude oil polluted soil sample & marine water sample.
2. Biodegradation of crude oil causing pollution in soil & marine water(oil spills) by using *actinomycetes* species

Key Skills Used:

Lab research (technical knowledge), handling lab equipment, creation of report and presentation, MS office

Technical Skills

Extensive internet research and used various healthcare databases like Bloomberg, TrialTrove, Evaluate Pharma, Adis R&D, Pharmaforce, PharmaTell, Pharma Voxx, Hoovers, MAX databases, Decision resources, Data monitor reports etc.

Software Packages: MS Office, SPSS

Operating Systems: DOS, Windows (10, 7, XP)

Extra-Curricular Activities

- **Functional database co-ordinator** of alumni cell, PUMBA. Active member of ED cell, Cultural Cell PUMBA.
- **Functional head of The Pumba Gazette (TPG)** Monthly college magazine (Initiative of MBA-BT student).
- Actively participated in **police internship**, Chatushrungi Police Station, Pune.
- **Organized and participated in cultural events** like Dhruv, Gunj, Oorja, Chimera, Annual gathering in Academic years.
- Organized **Blood donation camp**, Cleanliness drive.
- **Won second price in state level drawing exam** held by Camlin, Sakal News Paper, Indian Arts, Culture & Talent Development Centre.

Hobbies

- Trekking and travelling.
- Reading books (Marathi novels).
- Drawing, painting.
- Script-writing

Personal Information

- Date of Birth : 5th June 1990
- Permanent Address : 7, Shivlok Apt; Vanvihar Colony, Gurukul Society, Parijat Nagar, Nasik- 422007
- Languages Known : English, Hindi, Marathi