

# REENAJIT KAUR

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## EXPERIENCE

2014 – 2016

### **BECTON, DICKINSON, AND CO.**

San Diego, CA

*Solution Manager, Pyxis® Medication Technologies*

- Managed \$1B+ brand and product line to achieve profit maximization, customer satisfaction, and long-term growth. Business segment revenues up by 12% in last reported quarter
- Developed pricing and strategy to minimize customer impact with new product introductions while maximizing profitability and \$2MM in costs and reliability savings. Segmented market and informed downstream targeted marketing and promotion activity

2012 – 2014

*Product Manager, Pyxis® Perioperative Technologies*

- Product owner for next generation software. Crafted roadmaps, created wireframes, managed tradeoffs involving features, schedule, and cost. Executed on initial feature set
- Conducted focus groups to gain insights into current product line. Synthesized feedback to develop a product line strategy to capture \$180MM potential revenue over 3 years
- Led ongoing consumer insight studies with operating room nurses, transforming software functionality into competitive strength by focusing on usability and user experience

Summer 2011

### **MEDTRONIC INC.**

Boulder, CO

*Strategy & Portfolio Management Intern*

- Led cross-functional team to assess a \$2B+ monitoring market opportunity. Identified and engaged potential acquisition targets. Provided investment recommendations to executive management
- Authored competitive intelligence reports, which included financial models, competitive landscape and company analysis; recommendations were integrated into strategic planning process

2004-2009

### **NEW YORK PRESBYTERIAN SYSTEM**

New York, NY

*Senior Clinical Engineer*

- Led Office of Technology Assessment and Management, including supervision of 5 biomedical engineers and logistics specialists in-charge of organization wide planning, selection, and acquisition of capital equipment. Completed 35+ capital projects with over \$80MM equipment budget
- Led cross functional teams with clinicians, vendors, and researched industry trends to inform technology recommendations. Developed prioritized action plans for 12 value analysis committees

*Clinical Engineer*

- Analyzed technologies, clinicians workflow in simulated operating room, and reviewed RFPs to inform best in class technology providers for new Advanced Therapeutics and Services Center
- Prepared monthly reporting package that included analysis of key issues and budget variances. Presented analysis and recommendations to governance committees

2003-2005

### **HARTFORD HOSPITAL**

Hartford, CT

*Clinical Engineering Intern*

- Designed, developed, and implemented an asset tracking system, demonstrating savings of \$300K per year. Published in Institute of Electrical and Electronics Engineers (IEEE) Journal

## EDUCATION

2010-2012

### **KELLOGG SCHOOL OF MANAGEMENT NORTHWESTERN UNIVERSITY**

Evanston, IL

Master of Business Administration

- Fields of Study – Accounting, Finance, Marketing, and Strategy

2003-2005

### **UNIVERSITY OF CONNECTICUT**

Storrs, CT

Master of Science – Biomedical Engineering

- Awarded full tuition waiver. Graduate Intern, Hartford Hospital

1999-2003

### **UNIVERSITY OF MALAYA**

Kuala Lumpur, Malaysia

Bachelor of Science – Biomedical Engineering

- First Class Honors (top 5%); National scholarship recipient

## ADDITIONAL DATA

- Proficient in Agile, Wire framing, and Hardware Design Control Guidance (V&V)
- Avid traveler, keen cultural observer, branding and advertising enthusiast
- Fluent in Malay, Hindi, and Punjabi. Beginner in Mandarin
- Captained and participated in various badminton championships

July 11, 2016