

**PROFESSIONAL SUMMARY**

Astute marketing professional with more than 7+ years of experience across different Product/Brand Management roles in Pharma Industry. Comprehensive experience in product portfolio management with extensive interest in marketing strategy implementation targeting top line growth

EXPERIENCE**Product Manager | Sentiss Pharma , Gurgaon***(Mar'19-Sep'20)*

- Directed & Coordinated marketing activities to promote Cataract portfolio worth 5 Cr
- Planned product launch for brand Isoft & managed cross-functional implementation
- Launched GlaucoCare 360 an anti-glaucoma portfolio inclusive of 4 brands
- Designed Glaucoma liquidation strategy to manage near expiry inventory & other challenges
- Coordinated art & graphics creations for effective brand & therapy promotions
- Launched Suraksha Campaign under strategic plan initiatives to drive sales for Cataract Care Portfolio
- Created good quality marketing strategy documents, including product marketing brief, FAQ
- Organized webinars, Advisory Board Meeting, Tele-consultancy, National Sales Meeting, Cycle Meeting
- Instrumental role in planning & rolling out campaigns on World Sight Day'19 , June as Cataract Awareness Month in 2019 & 2020, World Glaucoma Week'20
- Managed the execution of company stall in conference like – ISCKRS'19, GSP'19 , AIOS'20 , DOS'20
- Monitored market trends using tools like AWACS, IMS, CMARC
- Meeting Ophthalmologist pan India through monthly field working
- Delivered therapy & product related training to field force

Senior Product Executive | Mankind Pharma Pvt. Ltd, Delhi*(Aug'15-Mar'19)*

- Handled Gastro related brands & launched brand Entromax in the market
- Integral member in Ophthal Segment involved in managing & launching brands, making segment worth 40Cr
- Preserved brand integrity by monitoring the consistency & quality of marketing content for products under dry eye, cataract, glaucoma therapy
- Took care of activity like Yoga Campaign for good health of Ophthals
- Managed the execution of company stall in conferences like – AIOS, GSI & DOS
- Conducted internal surveys with Glaucoma Specialist to understand the unmet needs in therapy area
- Applied sales forecasting techniques & strategic planning for products
- Conducted cycle meetings & trainings for sales team on therapy & brands
- Initiated the online platform to connect with Ophthal by sharing regulars mails
- Meeting Gyane, Pedia, Ophthals pan India through monthly field working

Technical Specialist | Imperial Life Sciences , Gurgaon*(May'14-Jul'15)*

- Worked in Molecular Diagnostics Division & promoted gene testing panels
- Involved interaction with Medical Oncologist across hospitals & delivering presentation for the product
- Prepared marketing strategies & product communication
- Involved in lead generation

Executive Technical Support | BR Biochem Life Sciences, Delhi*(Jul'13-May'14)*

- For DNA Sequencing Division was the main interface between parent company & customers by preparing quote placing order, providing results, customer support on review of results, and Billing.
- For Instrument Division did tender filing , delivering instruments related training & demonstration for business executives.

EDUCATION

Year	Examination	Institution	Marks Obtained
2013	B.Tech , Biotech	Amity University Noida	7.56/10
2009	Class XII, CBSE	Manavsthal School	71%
2007	Class X, CBSE	Manavsthal School	75%

KEY PROJECTS

- Paper published in Book : Advances In Ethnobotany, editor : Santosh K. Jha on “Phytochemical screening & analysis of biochemical components in the leaves of two different stages of Murraya Koenigii
- Abstract published at National Symposium on Innovative & Modern Technologies for Sustainable Agriculture & Rural Development , 2013.
- Final thesis at Amity University, Noida on “Phytochemical screening & analysis of biochemical components in the leaves of two different stages of Murraya Koenigii.”
- Internship at Super Religare Labs, Fortis in clinical testing(Biochemistry, Clinical pathology, Hematology)

CONTACT

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- Product Launch
- Marketing Strategy
- Brand Management
- Digital Marketing
- Strategic Planning
- Market Analytics
- Business Development
- Campaign Development
- Budgeting & Forecasting
- KOL Management
- Competitive Analysis
- Market Research

KEY ACHIEVEMENTS

- Awarded “Best all Round Student” of the Batch ‘2013 at Amity Institute of Biotechnology
- Basic fluency in German language
- Participated in Brand Planning workshop organized by Interlink
- Completed Six Sigma Green Belt Professional Training