

Shakti Vaishnav

7+ years of International Product Marketing, Sales & Market Research experience in Healthcare & Pharmaceuticals

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WORK EXPERIENCE

Unique Pharma SARL (International Business)

Nov 2024 – Present

Sales & Marketing Manager – Kinshasa, DRC (West Africa)

Therapy: Cardio-Diabetes

- Overlooking Cardio-Diabetes portfolio of \$ 2.5 Million USD for Democratic Republic of Congo (DRC) country which includes multiple brands.
- Conducted comprehensive market research analysis for brand and competitors, driving strategic insights.
- Integrating quantitative data such as market trends and competitor pricing with qualitative insights to recommend suitable actions for maximizing opportunities.
- Leading 10 members of sales team & supervisor to ensure the proper implementation of strategies and target achievement.

Ajanta Pharma (International Marketing)

Dec 2022 – Nov 2024

Group Product Manager - Middle East Region

Therapy: Cardio-Diabetes

- Handled Cardio-Diabetes portfolio of \$ 15 Million USD for Middle East countries which includes Lastavin, Vildaril, Razine & Iverzac.
- Analysed and synthesized market research data for the brand and competitors, identifying key trends that informed a new marketing strategy projected to increase brand visibility by 50% in the next quarter.
- Maintained expert product knowledge, integrating quantitative data such as market trends and competitor pricing with qualitative insights to recommend suitable actions for maximizing opportunities.
- Led new product launch, providing support to the field sales team with product information and product training.
- Launched successfully Razine & Iverzac to 1000+ Cardiologists. Initial success showing ~400 prescribers in just 1 year.
- Co-ordinated with the 45 members of sales team to ensure the proper implementation of strategies and target achievement.
- Launched targeted HT/DDC campaign to enhance condition awareness among patient populations.
- Formulated and executed Brand plans with financials, market sizing, pricing strategy, and assessment of opportunities/challenges.
- Crafted end-to-end product promotional elements, including print materials, Visual aids, leave-behind literatures, campaigns, content marketing, CRM, and digital marketing for effective omnichannel engagement.
- Activation activities like Events, CME, webinars, Hospital invasion campaigns, product launches, RTMs, and ensuring timely execution in collaboration with cross-functional teams.
- Executed active participation in national and International conferences and KOL engagement activities.
- Cross-functional collaboration with the Design, Medical, R&D, Sales and Operations teams for marketing effectiveness.
- Conducted 60+ roundtable meets with KOLs, organized hospital invasion drives, and 20+ patient educational webinars by clinicians.

Achievements & Sales Targets

- Planned and executed marketing campaigns to achieve sales goals i.e. achieved 101% target with 24% year-on-year sales growth.
- Over-achieved sales target for Lastavin (Valsartan), a key P1 brand, resulting in a substantial 10% market share in covered market.
- Collaborated with a team of 45 field personnel in creating & executing scientific engagements with over 2500 HCPs across Middle East countries.
- Cultivated relationships with over 50+ Key opinion leaders, significantly boosting product uptake.
- Facilitated activities with Key Opinion Leaders (KOLs) through summits, clinician education programs, International Conferences and roundtable meets to enhance organizational outreach and influence.

J.B Chemicals & Pharmaceuticals**Jan 2022 – Dec 2022****Product Manager - Cardio-Diabetes**

- Led a \$ 14 million USD Cardio-Diabetes portfolio in the Cardiology, Internal Medicine & Diabetology segment.
- Conducted comprehensive market research analysis for brand and competitors, driving strategic insights.
- Developed marketing strategies and strategic initiatives for the Nicardia XL brand.
- Led brand creation, developed promotional materials, and managed scientific and product-related documentation.
- Organize CME, workshops, round table meetings, key product discussions, and demonstrations. Monitor sales and brand strategy implementation and take regular feedback for improvisations.
- Tracking brand performance/targets with the team to achieve brand goals.
- Coordination with cross-functional department & vendors for campaigns/gifting with the design team for promotional inputs.

Bayer Pharmaceuticals**July 2021 – Jan 2022****Marketing Executive - Cardio-Diabetes - Xarelto**

- Developed segmentation and targeting strategies to align Bayer's product range with appropriate patients and customers.
- Collaborated with Product Managers to master product lifecycle, strategic implementations, and research functions for Xarelto.
- Planned and executed CME, Ad-board, and Expert Meetings to enhance medical doctors product awareness and knowledge.

Sun Pharma - Executive**Oct 2020 – June 2021****Executive - Cardio-Diabetes**

- Managed key Sun Oral Anti-Diabetic brands, including Gemer and Axcer (Anti-Platelet).
- Successfully built connections with stakeholders, such as hospitals, doctors, medical personnel, stockists, retailers, and KOLs.

Glenmark Pharmaceuticals (Marketing Intern)**Jan 2020 – Sept 2020**

- Launched Research molecule Remogliflozin Etabonate – Remo & assisted with product marketing and launches.

Clinical Pharmacist – Vijay Vallabh Hospital**Jun 2018 – Jan 2020**

- Developed clinical pharmacy programs in compliance with policies and regulations.
- Managed drug inventories and assessed patient conditions to ensure comprehensive treatment.

EDUCATION

Singhania University**2020**

MBA - Master of Business Administration - Marketing | CGPA – 8.71

St. John Institute of Pharmacy & Research, Mumbai University**2018**

Bachelor of Pharmacy | CGPA – 7.61

SKILLS & CERTIFICATIONS

Skills:

Microsoft Excel, PowerPoint, Strategic, Interpersonal and Negotiating skills, Strategic Planning & Brand Building, P&L Management, creative thought process, AI Tools, Content Marketing, Marketing Strategy, Market Research, People Management, Sales Performance, Campaign Development, Digital Marketing, Social media, Customer Relationship Management (CRM), Client servicing, Business Development, Events Management, Strategy and Planning, Budget Adherence, Project Management.

Certifications:

The Fundamentals of Digital Marketing - Google Digital
Brand strategy – Pharma State Academy

Notice Period: Immediate Joiner**Visa Status:** Visit visa**Languages:** English, Hindi, Gujarati, Marathi**References:** Available on request