

SUMMARY

- Highly skilled life sciences professional with 10+ years of experience in the medical device and biopharmaceutical space
- Experienced in downstream and upstream marketing and lead for market strategy and launch initiatives
- Skilled at developing relationships with Key Opinion Leaders (KOLs) and adept in Voice of Customer product feedback
- Cross functional experience working with product management, C-level executives, sales, and clinicians to provide solutions
- Experienced developing long term roadmaps and managing product cycle with re-launches, improvements and focus on renewal rates
- Seeking a transition from consulting to the life sciences industry sector in product management
- MBA from Boston University; Undergraduate and Master in Biomedical Engineering

PROFESSIONAL EXPERIENCE

GUIDEPOINT

Product Head and Manager

Jan 2016 – Jun 2016

- Responsible for the Guidepoint Tracker roadmap and product strategy, marketing and business development
 - Involved in managing the Tracker Product line and maintaining and growing key accounts
 - Accountable for product growth, training of analysts, marketing materials and sales support
- Hiring and guiding a business IT analyst for a documentation plan for a subscription platform redesign in an Agile environment
- Accountable for the global strategy and P&L for the monthly subscription Tracker business
- Managing and launching additional subscription TRACKERS in the areas of pharmaceutical drugs, orthopedics, cardiovascular, diagnostics, and aesthetics products

GLOBALDATA

Director of Market Research and Product Manager

Nov 2012 – Dec 2015

- Upstream marketing efforts that engage customers and clients to understand product needs and further innovation
 - Following trends in the life science markets and establishing a consistent long term strategy to support company objectives
 - Developing a clear segmentation of the market's clients to develop next generation product updates and launches
 - Reviewing business objectives, annual and quarterly budgets and sales forecasts
- Downstream activities that support sales directors to ensure financial targets are met and aid in negotiations with key clients
 - Actively involved with creating promotional materials, pitching new products and providing presentations
 - Launching surveys targeted at customers to determine appropriate pricing and existing product satisfaction
 - Participate in media releases and PR interviews, trade show representation and brand building activities
 - Leading semi-annual sales trainings globally (North American, European and Asia-Pacific sales teams)
- Develop and execute the global strategy and annual business plan for the medical device research and consulting arm
 - Planning and managing the production of in-depth investor focus reports and forecasting in the life sciences industry
 - Launched subscription market research platforms in the areas of orthopedics, cardiovascular, in vitro diagnostics, general surgery and wound care management driving year on year business unit growth of up to 30%
 - Presenting investment plan to senior management and recommendations during annual planning
- Involved in drafting and reviewing all consulting proposals and deliverables as well as managing projects
 - Responsible for kickoff and final deliverable development and managing timelines
 - Working with 3rd party vendors to aid in primary research data triangulation and aid in project delivery
 - Publishing of market intelligence products through primary research: KOL interviews, surveys and secondary research
 - Reviewing deliverables by direct reports for quality and involved in global competitive and forecasting trends

HUBTECH21 INCORPORATED (NOW FRENCHTECH HUB)

Cambridge, MA

Life Sciences Manager

Mar 2007 – Oct 2008

- Advising French biopharmaceutical firms on assessing business development opportunities, exploring partnerships and alliances and recommending sales growth strategy in life science technology markets in the United States
- Lead consulting engagements, manage client relations, project management, market research and analysis
- Helping the life sciences division of HUBTECH21 to create a business development strategy for procuring new clients

Team Lead and Project Manager: Precast Gel Electrophoresis

- Developing marketing strategy for the client by ensuring effective communication through mediums such as websites, brochures, other promotional materials, etc.
- Generating leads for the client to identify and pursue new business opportunities, develop partnering, customer acquisition, and licensing strategy for a \$54M genetic product market
- Determine local market penetration strategy by analyzing/validating market data and performing competitor research

Team Lead and Project Manager: Genomic Technology Product

- Managing primary research project for a genomic technology firm to obtain user feedback prior to product launch
- Creating surveys and conducting interviews of over 40 customers (hospital and industry genomic experts) to understand unmet needs and industry trends
- Analyzing interview data to determine purchasing patterns and further develop a solid growth strategy

BOSTON SCIENTIFIC CORPORATION*Summer Intern – Oncology Division Marketing Department**Marlborough, MA**Summer 2005*

- Conducted market research for oncology products leading to redefinition of the market segment for the product – a 47% increase in the target market
- Discovered an increase in market opportunity by advising new market segments (procedures) through primary research interviews with KOLs for a \$15 million radiologic device business
- Projected quarterly sales / revenue for competitors using IMS data to marketing and sales force to determine market trends

Marketing Consultant – Women’s Health Division Focus Group

- Executed qualitative market research to develop awareness for new gynecological and urological devices
- Conducted focus groups to determine primary care physician referral patterns and make recommendations

BIOMATERIALS LABORATORY UNIVERSITY OF MEDICINE AND DENTISTRY*Research Associate**Newark, NJ**Aug 2003 – Sept 2004*

- Validated experimental studies with computer molecular modeling for dental materials projects
- Supervised/mentored two students for dental analysis projects that resulted in published abstracts

BIOENGINEERING CONSULTANTS LTD AND FLEX TECHNOLOGY INC*Product Development Engineer**Charlottesville, VA**Jan 2002 – Apr 2003*

- Clinical trial Phase II project manager to developed, test and validate a biopsy device for the gastrointestinal and radiologic market which led to an overall decrease in patient bleed time
- Performed and participated in surgical procedures in a porcine study where meticulous documentation was required for testing
- Collaborated with gastroenterologists and orthopedic surgeon on various product testing and design

EDUCATION**BOSTON UNIVERSITY GRADUATE SCHOOL OF MANAGEMENT***Masters of Business Administration – Concentration: Strategy and Health Sector Management**Boston, MA***UNIVERSITY OF ILLINOIS AT CHICAGO***Master of Science in Bioengineering - Concentration: Biomechanics**Chicago, IL***BOSTON UNIVERSITY COLLEGE OF ENGINEERING***Bachelor of Science in Biomedical Engineering**Boston, MA***PUBLICATIONS**

Managed multiple other publications written by direct reports and published as an author the below listed

[MediPoint: Aortic Stent Grafts – Global Analysis and Market Forecasts](#) – GlobalData Report Code: GDME0186MAR

[MediPoint: Sports Medicine – Global Analysis and Market Forecasts](#) – GlobalData Report Code: GDME206MAR

[MediPoint: Trauma Fixation – Global Analysis and Market Forecasts](#) – GlobalData Report Code: GDME0185MAR

[MediPoint: Total Hip Replacement – Global Analysis and Market Forecasts](#) – GlobalData Report Code: GDME0174MAR

[MediPoint: Total Wrist Reconstruction – Global Analysis and Market Forecasts](#) – GlobalData Report Code: GDME0171MAR

Nanomechanical Properties of Facial Sutures and Sutural Mineralization Front

Journal of Dental Research, Priya Radhakrishnan, Jeremy J. Mao, June 2004

Zone Specific Micromechanical Properties of the Extracellular Matrices of Growth Plate Cartilage

Annals of Biomedical Engineering, Priya Radhakrishnan, Naama W. Lewis, Jeremy J. Mao, February 2004

Regional Structural and Viscoelastic Properties of Fibrocartilage upon Dynamic Nanoindentation of the Condyle

Journal of Structural Biology, Kai Hu, Priya Radhakrishnan, Rupal Patel, Jeremy J. Mao, October 2001

SKILLS

Software and Survey Tools: Qualtrics, HTML, Joomla, CRM, Salesforce, MATLAB

Therapeutic Experience: Cardiovascular and Orthopedics; Models: patient based modeling and capital equipment