

SASWATI BANERJEE

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**A life science competency with more than 20 years experience in pharmaceutical industry.
Achieve corporate goals with always a passion for innovation.**

SYNOPSIS – MILESTONES

- **Strategic leadership** – Aligning with corporate objectives, short term goals, strategic expansion, New launches & lead brand strategy
- **Analytical approach** – Brand positioning expertise defining strategy to enhance brand equity through successful campaign implementation. Responsible for P&L and achieve objectives.
- **Deep knowledge in Multi-speciality** - Acute segment, Gynaec, Nutrition & Vitamins, Ortho, Gastro, Pead, Diabeto , Onco & Haemat.
- **Consumer focused** – Drive ROI growth , Conduct RTMs & CMEs through product presentations for KOLs. Strong business acumen.
- **Performance Monitoring and Optimization:**– Tracking KPIs to optimize sales force effectiveness . Analyze usage data to identify areas of improvement and implement necessary updations to achieve corporate goal.
- **Team Leadership and Development:** – Team player , collaborate with cross functional departments, stakeholder management , mentorship & team coaching.

SKILL SETS – DIGITAL MARKETING

Knowledge of digital marketing like SEO/SEM, email marketing, SMM, adopt SEO best practices

Achievements

Certificates : Product Knowledge from Ranbaxy, Accolated for brand building by Biological.E Ltd, Gufic appreciated performance for start-up division.

ORGANISATIONAL DETAILS

June 2024 – Feb 2025 , Pharmaco industries Pvt Ltd, Head - Marketing Excellence, Indore , Oncology, Haematology (Budget constraint lay-off)

Feb 2024 – May 2024 , Wembrace Biopharma, AVP marketing, Delhi., Oncology & Onco nutrition (Mktng Role withdrew)

**Apr 2023 – Dec 2023, Jagsonpal Ltd, Head – Marketing Strategy & Business Excellence, Gurgaon, Gynaecology
(Company withdrew role)**

- Strategic support to various business verticals & P&L.
- Suggesting improvements to existing business strategies to drive growth
- Presenting findings, projections and recommended actions.
- Assessing market trends. Analyse strategic market with respect to competition, study US markets, Non US markets for patent and off-patent products to maximise product portfolio
- Maximise external contacts for new product ideation.

June 2022 – Apr 2023, MSN Labs , Head – Marketing, Hyderabad, Gynaecology domain

Strategic approach, related to brand identification & concept ideation for successful innovative launch.

- Strategic analysis and launched gynaecology division.

Mar 2020 – Feb 2022, GUFIC BIOSCIENCES , DGM – Marketing strategy, Mumbai

- Aligning departmental goals, processes and resource allocation with the organizational strategy.
- Team handling & brand strategic goal , responsible for P&L, OTC brand campaigns.
- Identifying new brands & brand extension as per BCG matrix approach.
- Strategic success is more than 80% & Implementation rate is 70%, Time adherence is 100%

June 2010 – Feb 2020. Biological E Ltd, AGM- Marketing, Hyderabad

- Budget & performance and assess against goals, improved 8ranks in IQVIA i.e Rank 3 for Bestozyme in 3yrs - Expanding Bestozyme from acute to sub-chronic therapy. Bestozyme was awarded the brand of the year.
- Launched New products –Pead Specialty & Build unattended SKUs.
- Ensuring customer base growth & Strategy implementation role play practice in Cycle meetings

Handled Critical Care Division – Anticoagulants & Immunosuppressant & IVF Gynaecs

Oct'06 – Mar'10 worked with Menarini as India Marketing & Training Head.

- Managed the entire product portfolio increasing the total turnover from 8crs to 12crs.
 - Involved in preparation of Marketing plan, product promotion strategies.
 - Worked in coordination with Asia Pacific Regional Head for Business processes.
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Sep'02-Sep'06 worked with Walter Bushnell, New Delhi as Senior Product Manager

The Attainments

Handled super specialty Gynecology portfolio (Progestins, Gonadotropins, Urinary antiseptics, Hormones, Prolactin inhibitors, Estrogens).

Handled GESTIN, URILISER & VENUSMIN , increased total brand revenue.

PREVIOUS ASSIGNMENTS

Apr'96-Aug'02

RANBAXY LABS LTD

Feb'95-Mar'96

CIPLA Ltd as Management Trainee & Marketing Executive

ACADEMIA

IIM Visakapatnam, Advanced corporate strategy, Dec 2023

M.B.A (Marketing) from I.I.P.M Delhi in 1994, B.Sc from Sambalpur University, Orissa.

IT SKILLS

Currently Pursuing: Master certificate in Data Analytics

Knowledge : MS Office & Digital Marketing skill sets, Power Bi & Tableau

PERSONAL DETAILS

Date of Birth : March 19, 1970, E-Mail - sas_ban@rediffmail.com ; brpsjoy@gmail.com

Hobbies : Reading, fitness freak, creative blog writing.