

## Responsibilities and Duties:

- Clinical placement and marketing direction to new molecules / conceptual products launches; life cycle management, formulation concepts, branding, packaging, communication line for innovative products.
- Creative / editorial execution of concepts and direction as above for specific assigned brands / segments / projects.
- Identification of opportunities and complete product development devise portfolio for long range planning with latest molecule identifications, evaluation for selection / rejection innovative and pioneering concepts of formulations, packaging, etc.
- Insight transfer / strategy articulation sessions with marketing teams for existing / new products / other projects.

## Pre-requisites:

- Graduate / Post Graduate in life sciences, i.e. B. Pharm / M. Pharm / B. Sc. (Microbiology, Biology), MBBS, BAMS with additional management qualifications.
- 8-10 years of relevant experience in the field of product management.
- Should have flare for scientific and medical details, creativity and good knack for data analysis and interpretation with sound decision making abilities.
- Sound knowledge of product and markets dealt with in prior assignments.
- Leadership qualities with a high creative and strategic quotient.
- Visionary outlook, with high business-like acumen.
- Should treat work assigned with high degree of confidentiality as deemed suitable.