



GEETHA
SRINIVASAN



NEELAMBAREE
PRASAD



LAKSHMI A



SONIYA
GUNJIKAR

CAREERS AND JOBS IN PHARMA

JUNE 7, 2021 5:00 P.M. IST

PANEL FEATURING

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GEETHA SRINIVASAN

(B. PHARM, MBA / FOUNDER OF PLATPHARM)

A pharma marketing professional with around 30 years of experience in the Indian healthcare industry, Geetha began her career in R & D and transitioned to the Product Management Team post her management education. As a Marketing Head, she was responsible for the launch of Modi-Mundipharma in India and has successfully established Dabur Pharmaceuticals in the country. She has also been an Advisor to Cipla & IPCA labs and to healthcare consulting agencies such as Ogilvy & Mather. Currently she is an independent consultant and advisor to Indian and International healthcare companies advising them on product feasibility & launch strategies, brand strategy formulation, designing of brand promotion & growth plans and sales training. Geetha is also a visiting faculty member for healthcare programs at management institutes in Mumbai.



NEELAMBAREE PRASAD

FORMER DIRECTOR STRATEGY AND PROGRAM MANAGEMENT, PIRAMAL CRITICAL CARE

Pharmaceutical executive with a Masters in Pharmacology from University of Oxford and a certified PMP, her work has been focused on post-M&A integration, business development, strategic program management. Has had extensive experience in managing assets from discovery to clinical to product management, both NCEs and generics, with a focus on strategic project management, creating governance processes, building high performing teams, change management, meeting excellence and communications. Most recently she was in a strategy focused role for a hospital, products based generic critical care business, leading a USD 155 million post acquisition business integration of a pain and anesthetic drugs portfolio, overseeing transition in over 70 countries, across eight functions as a Director at Piramal Critical Care.



LAKSHMI ANANTHANARAYANAN

B.PHARM, MBA (MUMBAI UNIVERSITY) / CO-FOUNDER OF PLATPHARM

Lakshmi is an independent market research consultant with over 23 years of experience. She started her career in the QC/QA and R&D division of a reputed herbal formulations company. After her MBA, she has been involved in market research & consulting. Lakshmi has held senior management positions in reputed consulting & research firms. Highlights of research experience includes entry strategies, product launches, competitive intelligence studies, usage & attitude, behavioural & perception studies. As part of her commitment towards knowledge sharing, she has been a visiting faculty at various management colleges in Mumbai. She presently manages research activities focussing on markets & strategies for both domestic as well as international clients.



SONIYA GUNJIKAR

SENIOR CONSULTANT AT EY

Soniya is a Management Consultant with EY in the life sciences practice. In her current role, she enables companies achieve profitable growth through interventions in areas such as market entry strategy, sales force effectiveness and supply chain transformation. Prior to consulting, she has completed MBA from NMIMS, Mumbai and B Pharm from ICT, Mumbai.