



CURRICULUM VITAE

DR. KAILAS DNYANESHWAR GHODKE

MBBS, MMS (MBA), CCAH, FCAH

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I have a vast experience of approximately 20 years in Healthcare Industries (Pharma, Hospital and Diagnostic Centre). My experience includes; Sales and Marketing, Export, Clinician, General Practitioner, Managing Hospitals, Corporate and Insurance Patient, Medico marketing, Medical, Brand management, Training and development (Medical, Sales and Marketing) , Export and business development. Launched and managed brands in various therapeutic ranges like, Critical care products, Antibiotics, Pain Management, Cough Management, Haematopoietic drugs, Anti Osteoporosis, diabetic range, cardiac Range, Neuro - Psychiatric range, Neutraceuticals product, FMGC products from dermatology and cosmetology categories with Liposome Drug delivery technology.

Associated with various healthcare companies like Intas Pharmaceuticals Pvt. Ltd., Shreya Life Science Pvt. Ltd., Indchemie Health Speciality Ltd., Wellbert Pharmaceuticals Pvt. Ltd. Aaltop Healthcare Pvt. Ltd, Clearrock Enterprises Private Ltd., Singhania, Sainath and Chiranjeevi Hospitals. Worked at different position from Product executive, Group Product Manager, Marketing Manager, All India Sales and Marketing Manager, VP Marketing sales, Chief Operating Officer and Corporate Consultant (Pharma, Hospital and Diagnostic center, Export and Training) and also managed hospitals.

Launched two companies first time in India - Shreya Life Science Pvt. Ltd and Nurture Biogenome (India) Pvt. Ltd. and developed market in various states.

I. Educational Credentials:

- i. **MBBS:** From, Seth G.S. Medical College, Mumbai University, October 1992, 2nd class
- ii. **MMS (Master of Management Studies):** Chetna's R K Institute of Management and Research, Two years full time - **Post Graduation Management course Equivalent to M.B.A** from Mumbai University, May 1998, 1st class
- iii. **FCAH** Fellowship course in Advanced Homeopathy from **Maharashtra University of Health Sciences**. December 2015, 1st class.
- iv. **CCAH –** Certificate course in Advanced Homeopathy - January 2015 from **Maharashtra University of Health Sciences**. December 2014
- v. **Life First Tobacco Cessation Level 2 training Programe - Tobacco Treatment Counselor**, August 2016
- vi. **Certificate Course in De addiction:** Conducted by KEM Hospital Mumbai and Rotary Club. April 2016

- vii. **Foundation Course in the Synergy of Homeopathy- June 2014** – From The Other Song – International Academy of Advanced Homeopathy
- viii. **Short course of Export Import Management:** From Indo American Society.of Export Import Management from Indo American Society.

II. Workshop:

- i. Work Shop on **National Accreditation Board for Hospitals and Health Care Providers (NABH)- June 2008**
- ii. 2nd Asia – Pacific Clinical Trails Congress – November 2008: Coping with the Expanding Scope of CT's: Destination Asia - Pacific. Pre Congress Workshop - Interpretation of Preclinical Data for Clinical Development.
- iii. 2nd Asia – Pacific Clinical Trails Congress – November 2008: Coping with the Expanding Scope of CT's: Destination Asia - Pacific. Pre Congress Workshop: eCTD: The Emerging Interface for Pharmaceuticals Industry

III. Research Paper Presentation:

- i) 2nd International Research Conference on Entrepreneurship**
 - ❖ Research Topic- Innovation in healthcare industry : A case study of Medical Equipment and Ayurvedic Formulations - November 2008
- ii) 2nd International Research Conference on Retail**
 - ❖ Research Topic- Key Issues and challenges of Indian Pharma Retail Chain Industry- October 2009

IV. Active participations in Seminars

- i. Pharmacon 2002: “Perspective in Clinical Trail IT Based Designs and Medical Portal”
- ii. Schedule Y – New Look: August 2005
- iii. BA/ BE- The Lifeline of Pharmaceuticals Seminar: March 2006
- iv. IDMA - BMJ Collaborative Seminar on Medical Writing: Road to Excellence- October 2010
- v. IDMA - BMJ LTM (Lokmanya Tilak Municipal Medical) College Collaborative Symposium on “The Art of Medical writing – Graduating from Medical Practice to Medical Publishing “ October 2011
- vi. Early stage Studies Conference – Translational Research : Lab to Clinic- February 2012
- vii. IDMA in collaboration with CiPi and FOPE seminar on “Fixed Dose Combinations : The Way Forward” – April 2014
- viii. Work Shop on Patent.
- ix. Active participant at Workshop on GCP- Practicing what is preached
- x. Homeopathy Mega Seminar on “ Art of Acute Prescribing” – April 2015

V. Active participations For Social Cause - Health Camps:

- i. Mega Health Check Up Camps 6th July 2014
- ii. Mega Health Check Up Camps 16th November 2014

VI. Honorary Associations:

- i. Member of Medical Committee of IDMA (Indian Drug Manufacturer Associations)
- ii. Selected member of TDMPA (Thane District Medical Practitioners Associations)

VII. Responsibilities Handled:

i) As a Clinicians:

Worked in various capacities as given below;

1. As a House officer in Bandra Bhabha Hospital for approximately two years in ICU, Paediatric and Radiology Department
2. As General Practitioner for 8 year.
3. Managed Hospitals.
4. Managing Corporate and Insurance Patient

ii) As a Marketing and Hospital Administrator:

Worked in Singhania Hospital as Dy. Marketing Manager and Chiranjeevi Hospital as Chief Operating Officer

1. Managing the functioning of the hospital.
2. In charge of marketing the hospital to various corporate for their employee's health care related problems
3. Formulating various health packages and marketing them to the local residents and the corporate world
4. Coordinating with doctors, patient and other department for smooth Hospital functioning
5. Arranging various social camps

iii) As a Pharma person:

- ❖ Medico marketing
- ❖ Medical
- ❖ Brand / Project / Business planning
- ❖ Brand Building, Management and Marketing Management
- ❖ Market Analysis
- ❖ Export
- ❖ Designing and implementing sales and marketing strategies for growth and change management
- ❖ Budgeting
- ❖ Managerial Development Programs – Brand Management; Marketing, Soft skills
- ❖ Clinical Research
- ❖ Training and Coaching
- ❖ Launched various Brands, services, division in different territory and Company as a whole.
- ❖ Preparation of various promotional and training inputs
- ❖ Coordinated and negotiated with various manufacturers, suppliers, agencies.
- ❖ Logistic activity
- ❖ Setting up distribution network

VIII. Training and Coaching:

Have good teaching experience and trained more than 3000 Medical representative along with Sales Manager, Management Trainee, Direct Sales distributors etc. in the subject pertaining to sales, marketing, Business development, Motivations, communication skills, medicine, Anatomy, Physiology, Pharmacology, Microbiology,

Antibiotics, Critical Care product, Haematopoietic drugs, Insulin, and other oral Anti Diabetic products. Lifestyle Disorder & Drug Therapy, Neuropathy, Endocrine System - Disorders, FMGC products from dermatology and cosmetology categories with Liposome Drug delivery technology. Also given lectures to paramedical staff and doctors on how to manages and communicate with patient etc.

I was also a visiting faculty in Padmashree D.Y. Patil Institute of Business Management and Bedekar College Thane, for various management and marketing subjects like Communication, soft Skills, Marketing etc. for MMS (Mumbai University 2 year's full time course) and Pharma Management.

IX. Experience:

1. ORGANISATION: INDEPENDENT MEDICO MARKETING CONSULTANT AND MEDICAL PRACTICE.

DURATION: April 2014 till today.

JOB PROFILE:

- i. **Corporate Consultant** - Consultancy to Pharma company, Hospital, and Diagnostic center,
- Medico Marketing, Medical, Developing communication and Marketing Theme according to product and service range for healthcare Clients.
 - Product, Brand and Business Development.
 - Marketing and Sales Activities.
 - Export
 - Corporate and Insurance client.
 - Conducting Camps.
 - Training and development.
- ii. **General Practitioner :**
Family physicians / Consultant in Thane
General Practitioners, Managing patients on OPD basis.

2. ORGANISATION: Chiranjeevi Hospital

Bhavani Tower , Bhavani Nagar, Marol Maroshi Road, Andheri (E), Mumbai 400059

DESIGNATION: Chief Operating Officer

DURATION: September 2009 to March 2014

JOB PROFILE:

- ❖ Managing the hospital
- ❖ Marketing
- ❖ Medico Marketing
- ❖ Brand Development

3. ORGANISATION: Welbert Pharmaceuticals Pvt. Ltd.

Sagar Appt., Near Dahisar Pool, Dahisar (W), Mumbai

DESIGNATION: Vice President Marketing and Sales

DURATION: November 2008 to September 2009

JOB PROFILE:

- ❖ Heading Marketing and Sales Activities.
- ❖ Medico Marketing
- ❖ Medical

- ❖ Export.
- ❖ Training and development.

4. ORGANISATION: Clearock Enterprises Private Ltd.

No. 589, 12th Main, HLA 2nd Stage, Bangalore. 560008

DESIGNATION: Business Development Manager (Sales and Marketing) - All India and special responsibility for West Zone, Product Advisory and Sourcing.

DURATION: March 2007 to 30th September 2008

JOB PROFILE:

A) Sales, Marketing and Brand Building.

- ❖ To develop business - All India.
- ❖ Brand building for Nutraceuticals, dermatology and cosmetology products with Liposome Drug delivery technology and other Healthcare and FMGC products
- ❖ Formulating and implementing Marketing strategy.
- ❖ To take care and manage Regional Business development Managers.
- ❖ Training and development.
- ❖ Managing the Field staff and associates
- ❖ Plan and conduct various corporate events.
- ❖ To launch the company and its brands.
- ❖ Preparation of training and Product promotional material.

B) Product Advisory and Sourcing

- ❖ Product (Nutraceuticals and Cosmetics products) advisory right from concept to commercialization.
- ❖ Development of Nutraceuticals products – Antioxidant, Protein Powder, Energy booster etc., Cosmetic product
- ❖ Sourcing innovative products for Direct sale as well as for Online shopping mall
- ❖ Negotiating with various third party manufacturers, marketing company etc.
- ❖ Regulatory affairs etc.

C) Medical support:

- ❖ Medico marketing.
- ❖ Clinical and scientific studies.
- ❖ Technical documents – Product monograph, literature, Labelling etc.
- ❖ Medical Training.

5. ORGANISATION: Nurture Biogenome India Pvt. Ltd.

Kothari Compound Opp. Tikujiniwadi, Chitalsar, Thane (W)

DESIGNATION: Marketing Manager

DURATION: February 2005 to February 2007

JOB PROFILE:

- ❖ To launch the company and its brands
- ❖ Formulating and implementing of company strategy
- ❖ Brand building
- ❖ Medical and Medico marketing support. for Various therapeutic category like Pain management , Antibiotics, Nutraceuticals, Haematinics, protein powder etc.
- ❖ In charge of all day to day activity of the company
- ❖ Recruitment and Training of field staff

- ❖ Setting up logistic net work

6. ORGANISATION: Indchemi Health Specialties Pvt. Ltd.

117, T V Industrial Estate, S K Ahire Marg, Worli, Mumbai 40 0030.Tel. 2498 1956, 24981959.

DESIGNATION: Group Product Manager

DURATION: June 2004 to February 2005

JOB PROFILE:

Marketing and Sales activity

- ❖ Brand Building
- ❖ Achievement of pre-determined market shares and product profitability.
- ❖ Preparation of product budgets and contributing in cost improvement programme.
- ❖ Analysis of Market Research Data (ORG, CMARC).
- ❖ To devise and execute briefing sessions for the field staff.
- ❖ Providing training inputs to field staff on regular basis.
- ❖ Preparation of flipchart, literature, training manual, educational print material for patient & doctor and other promotional materials
- ❖ Evolving and evaluating marketing strategies.
- ❖ Responsible for maintaining MIS of brands.
- ❖ Co-ordination between Medical / F&D / Finance / Purchase for existing brands and new products.
- ❖ Medico Marketing
- ❖ To set and to guide the sales team to achieve their targets
- ❖ Undertake fieldwork periodically; meet important doctors all over India for promotion and to monitor the implementation of sales and marketing strategy.
- ❖ To conduct various CME programs for doctors and new product launch seminars
- ❖ Training and development.

7. ORGANISATION: Sainath Hospital - Bhivandi

DESIGNATION: Managing the Hospital on profit sharing basis

DURATION: August 2003 to June 2004

JOB PROFILE: Managing 45 bedded Hospital

8. ORGANISATION: Shreya Life Sciences Pvt. Ltd. - A Shreya Enterprise

Shreya House, Pereira Hill Rd., Off Andheri Kurla Road, Andheri East, Mumbai 400099 Tel. 56938222/ 56959833

DESIGNATION: Group Product Manager

DURATION: February 2000 to August 2003

JOB PROFILE:

A) Marketing and Sales activity

- ❖ To achieve company objectives and Goals
- ❖ To take care of companies profitability
- ❖ In charge of specialized division – Emergen Team
- ❖ To launch new products (Launched 7 brands)
- ❖ To set and to guide the sales team to achieve their targets
- ❖ To do the market study, Brand Plan and marketing strategy for new product
- ❖ Brand Building

- ❖ To prepare promotional inputs for existing brands and to formulate marketing strategy
- ❖ Prepare copy matter for visual aid folder and literature
- ❖ Medico Marketing
- ❖ To conduct various CME programs for doctors and new product launch seminars
- ❖ To take parts in various all India doctors meet and exhibition.
- ❖ Training and development.

B) Clinical Trails and PMS

I) Clinical Trails

- ❖ Coordination for clinical trials for Imutin (Drug used to built Immunity) and Elrox (Roxithromycine)
- ❖ Coordination with doctors and Patients

II) PMS

- ❖ PMS for Evomate (Raloxifene – Drug used for Osteoporosis)-
- ❖ Preparation of protocol
- ❖ Coding
- ❖ Follow – up with various doctors all over the India

9. ORGANISATION: Singhania Hospital Thane

DESIGNATION: Dy. Marketing Manager

DURATION: August 1999 to January 2000

JOB PROFILE:

- ❖ To develop the Marketing dept. from the scratch
- ❖ Corporate marketing of the hospital in various organizations
- ❖ Tie-ups with Insurance Company.
- ❖ Preparing the marketing strategy & to implement it
- ❖ Preparing various promotional inputs & health packages
- ❖ Plan and conduct various corporate events / Medical Camps / Awareness programme, CME meet for local doctors etc.
- ❖ Medico Marketing
- ❖ Co- ordination with & managing internal Doctors & staff

10. ORGANISATION: Intas Pharmaceuticals Pvt. Ltd., Ahmedabad

DESIGNATION: Product executive

DURATION: January 1999 to August 1999

JOB PROFILE:

- ❖ Launch Valprol CR.
- ❖ In charge of all the Neurology Products
- ❖ Planning & implementing Brand Strategy
- ❖ Preparation of promotional inputs.
- ❖ Medico Marketing
- ❖ Training and development.
- ❖ Field work

11. MMS (Equivalent to MBA – two years Full time Post Graduation Management course) from Mumbai University and Part time General Practice

DURATION: June 1996 to December 1998

12. ORGANISATION: Innovative Health and Beauty Clinic - Mumbai
DESIGNATION: Doctor / PRO
DURATION: December 1995 to June 1996
JOB PROFILE:

- ❖ OPD Consultation for Beauty, Hair weaving and Sliming programs
- ❖ Promotion of the clinic
- ❖ PRO Job.

13. ORGANISATION: Jovi Pharma Mumbai
DESIGNATION: Marketing executive (Part Time)
DURATION: Jan. 1994 to Nov. 1995
JOB PROFILE:

- ❖ Preparing promotional inputs and training
- ❖ Medico Marketing
- ❖ Promotion of pharmaceuticals products

14. ORGANISATION: K B Bhabha Hospital and Dr. R N Cooper Municipal Hospital
DESIGNATION: House Officer / Resident Doctor
DURATION: Feb. 1994 to August 1995

Sr. No.	From	To	Duration	Designation	Dept.	Institute / Hospital
1	10-02-94	31-07-94	6 Months	House Officer	ICU	K B Bhabha Hospital Bandra
2	01-08-94	31-01-95	6 Months	House Officer	Paediatric	K B Bhabha Hospital Bandra
3	01-02-95	31-07-95	6 Months	House Officer	Radiology	K B Bhabha Hospital Bandra
4	01-08-95	21-08-95	1 Month	House Officer	Radiology	Dr. R N Cooper Municipal Hospital

X. References:

- 1. Mr. Shekhar Mandrekar**
President at Cadila Pharmaceuticals Ltd
Email: shekhar.mandrekar@gmail.com
- 2. Mr. V.K. Topa**
VT Consultants
Email: vinodtopa@gmail.com
Tel. Res. 25890234 Cell No. 9821129463
- 3. Mr. Clarence D'Souza**
Vice President International at Indoco Remedies Ltd
Email: wiseclarence@yahoo.co.in
Cell No. 9930701916

4. Mr. Vineet Jain

DGM - marketing at Sun Pharmaceuticals Ltd

Email: vineet.jain@sunpharma.com

Cell No. 9821845328

5. Mr. Harrish Gulliani

Director at Aaltop Healthcare Pvt. Ltd - India and Synergy Healthcare Ltd.
Kenya

Email: sales@aaltophealthcare.com, harrishgulliani@yahoo.in

Cell No. 9967096664

XI. Personal Information:

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| 1. Birth date: | 6th May 1966 |
| 2. Mother tongue: | Marathi |
| 3. Nationality: | Indian |
| 4. Marital status: | Married |

XII. Hobbies:

Trekking, Football, Painting, Power Lifting, Writing Gazals / Plays / Poem, Acting in play & Travelling

Date:

Dr. Kailas D. Ghodke