

**PRASAD ANANDA MUNDKAR****Product Executive**

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**CAREER OBJECTIVE**

Results-driven Product Executive with a strong foundation in pharmaceutical marketing and a passion for developing impactful strategies. Skilled in brand management, market analysis, and physician engagement to drive product success. Committed to contributing innovative solutions that enhance brand positioning and organizational growth.

YEAR	DEGREE	INSTITUTE	BOARD/UNIV.	RESULTS
2023-25	M.B.A.	M.B.A. Programme Savitribai Phule Pune University, Sub-Centre Nashik.	Savitribai Phule Pune University	7.63
2023	B.Pharm	DSP College Of Pharmacy, Ahmednagar.	Dr Babasaheb Ambedkar Technological University	8.60
2019	H.S.C.	G.D. Sawant College, Nashik.	Maharashtra State Board	62.53%
2017	S.S.C.	Shri Ch. Shivaji Maharaj Vidyalaya, Nashik.	Maharashtra State Board	86.00%

**WORK EXPERIENCE: OXAGAON PHARMACEUTICALS – Product Executive (PPO)***Jan 2025*

<b>Description</b>	<ul style="list-style-type: none"><li>• <b>Segment:</b> General Practitioner, Orthopedic Range, and Gynaecology Range, overseeing <b>35 SKUs</b> and <b>25 brands</b>.</li><li>• <b>Brand Launch:</b> Successfully launched a new brand in the market.</li><li>• <b>Campaign Coordination:</b> Initiated and coordinated promotional campaigns to enhance brand visibility.</li><li>• Conducted <b>fieldwork</b> alongside representatives and teams to drive sales and enhance market presence.</li><li>• <b>Market Analysis:</b> Analyzed market trends and competitor information to inform strategy.</li><li>• Collected and analyzed data to support <b>scientific communication</b> and ensure effective product positioning.</li></ul>
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**OXAGAON PHARMACEUTICALS – PMT Intern***Jun -July 2024*

<b>Description</b>	<ul style="list-style-type: none"><li>• Led in-clinic training to improve medical representatives' skills in product detailing and performance.</li><li>• Created promotional materials and strategies, including visual aids and gifting selections.</li><li>• Organized medical campaigns to boost product awareness and engagement.</li><li>• Developed incentive programs to enhance sales team motivation and performance.</li><li>• Actively participated in the launch of the <b>Bonezeet-Plus</b> product, contributing to the creation of visual aids, scientific communication, and product promotional strategy.</li><li>• Conducted fieldwork with the team, meeting physicians to strengthen product understanding and engagement.</li></ul>
<b>Live Project</b>	<ul style="list-style-type: none"><li>• Worked at the manufacturing company named <b>Alcon Electronics Pvt.Ltd.</b></li><li>• Performed industry analysis of potential customers and generated leads.</li></ul>

**GLENMARK PHARMACEUTICALS Ltd - Internship Trainee***Dec -Jan 2023*

<b>Description</b>	<ul style="list-style-type: none"><li>• Gained knowledge of pharmaceutical manufacturing processes.</li><li>• Worked with cross-functional teams to ensure smooth production.</li><li>• Coordinated with production, quality assurance, and engineering teams.</li></ul>
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**CERTIFICATIONS**

- Pfizer Molecule to Market Job Simulation by Forage
- Microsoft Excel Beginner to Advance by STP Computer
- Market Research by Great Learning.
- Product management by Great Learning.
- Negotiation Skills In sales by Great Learning.

**POSITIONS OF RESPONSIBILITY AND PARTICIPATION**

<b>B-School Competitions</b>	<ul style="list-style-type: none"><li>• Winner of Intercollegiate Competition Management Treasure Hunt (KBT College)</li><li>• Participated In Intercollegiate Competition Business Plan (AHOY 2K23)</li></ul>	
<b>Committees</b>	1. Research and Innovation Committee	2. Entrepreneurship Development

ADDITIONAL INFORMATION	
<b>Tools</b>	MS Power Point   MS Word   MS Excel   SPSS   Canva   Google Analytics   WordPress
<b>Skills</b>	Leadership Skills   Team Skills   Product Knowledge & Presentation skill   Selling and Negotiation   Communication   Product Demonstration
<b>Strengths</b>	Quick learner   Good Team Player   Hard Worker   Time Management   Adaptable
<b>Languages</b>	English   Hindi   Marathi
<b>Interests</b>	Listening Music   Volunteering

**Declaration:**

I hereby solemnly affirm that all the information furnished by me is true to best of my knowledge.

**Place:** Nashik.

**Date:**



**Prasad A. Mundkar**