

ABOUT ME

Experienced Product Manager with 5 years of demonstrated history of working in the pharmaceutical industry.

Skilled in Product Management, Team Management, Training & Development, Brand strategy & Brand Promotions

CONTACT



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SKILLS

PowerPoint



Excel



Word



Corel Draw



HTML



LANGUAGES

English



Arabic



Hindi



Urdu



Kannada

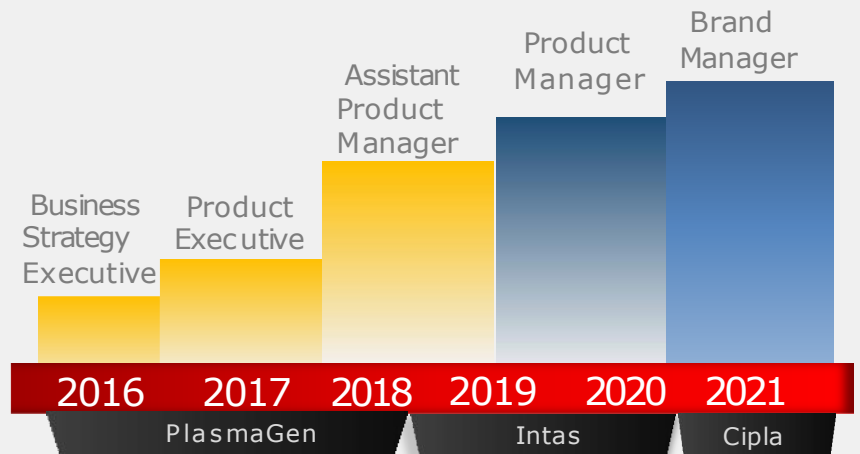


RAKIN KHAN

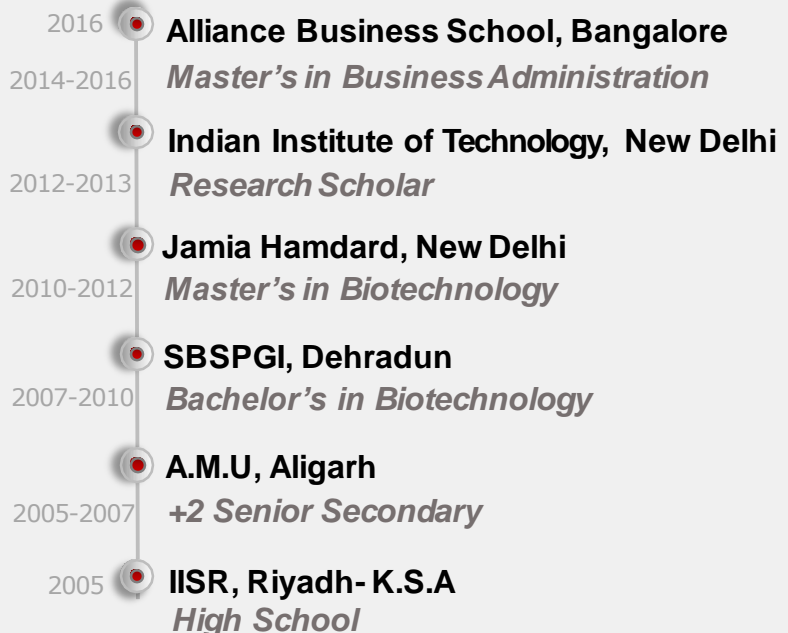
Brand Manager



PAST EXPERIENCE



EDUCATION



COMPETENCIES



AWARDS

 Superstar Performer of the year

 Division of the Year

 Best Performer

 GATE-Scholarship

 NET- JRF Scholarship

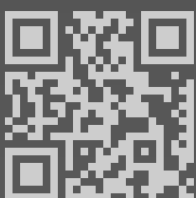
CERTIFICATIONS

- Advanced Excel
- Digital Marketing-Social media tools
- Management Development Program

INTERNSHIPS & PROJECTS

- A Study and Analysis of Preference factors of Customers during Medical Equipment Purchase {Ebrahim Al- Mana Ltd. KSA}
- Formulation of Nanoparticles to Combat Leishmaniasis.
- Production of Biofuel and Management of Biofuel Slurry

INTERESTS



PROFESSIONAL EXPERIENCE

Brand Manager | *Cipla*

FEBRUARY 2021 – PRESENT

- Responsible for spearheading the expansion of rare disease portfolio through onboarding of customers in Segments of Cardiology & Pulmonology with molecules like Sildenafil, Tadalafil & Riociguat.
- Consumer/patient oriented multichannel marketing (Physical, PR, Radio, social media)
- Improved Brand Es and MCIs in Low YPM Headquarters

Product Manager | *Intas Pharmaceuticals*

APRIL 2019 – JANUARY 2021

- Responsible for the top line and bottom line of plasma products portfolio viz. Immunoglobulins (IVIG), Albumin & Clotting factors (Factor VIII/X/PCC).
- Launched the first SCIG in the country.
- Launched Low salt version of Albumin in India and achieved 40% MS.
- Conducted a PMS study on MG in Primary immunodeficiency.
- Liaising with the PD societies & KOLs to initiate a central PD registry in India.

Assistant Product Manager | *PlasmaGen BioSciences*

APRIL 2018 – MARCH 2019

- Mentoring & managing a passionate and energetic team of product executives.
- Responsible for increase in market share by expanding into untapped segment like MF, Rheumatology, Dermatology & Haematology apart from Neurology & Paediatrics.
- Involved in tie ups with organizations for value addition in product services.
- Involved in conducting a phase IV trial for MG in India in order to establish brand USP's.
- Streamlined processes and work functioning across departments like HR & Marketing.
- Launched an extensive digital presentation platform for field force reporting/detailing.

Product Executive | *PlasmaGen BioSciences*

APRIL 2017 – MARCH 2018

- Formulation & execution of annual marketing plan (multiple brands-MG, Hyperimmunes)
- Launching of Internal & external marketing campaigns aimed to increase customer base.
- Training of sales force on scientific and marketing aspects of multiple products.
- Conceptualizing & designing promotional literature for multiple Indications.
- Monitoring and analyzing sales force activities/Revenue/ Budget & ROI

Business Strategy Executive | *PlasmaGen BioSciences*

AUGUST 2016 – MARCH 2017

- Tracking region wise sales/marketing / competitors activities pan India
- Responsible for building relationship with KOL's.
- Extensively conducting CME's, Symposia and Conferences to build brand equity.