

# Kirti Singh

## Market Planning Executive

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### Profile

Pharmaceutical graduate with 3+ years of experience in business strategy, analytics and marketing/product development of potential blockbuster pharmaceutical brands.

### Education

2016 – 2018  
Chandigarh, India    **M.Pharm, Panjab University**

2012 – 2016  
Bangalore, India    **B.Pharm, Al-Ameen College Of Pharmacy**

### Professional Experience

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|---------------------------------------|---|
| 02/2020 – 05/2022<br>Kathmandu, Nepal | <b>Market Planning Executive, Deurali Janta Pharmaceuticals Pvt. Ltd.</b> <ul style="list-style-type: none"><li>• Execution of the Ortho, Neuro, CNS divisional initiative for portfolio expansion.</li><li>• Developed successful marketing campaigns to own their implementation.</li><li>• Budgeting, cost &amp; profit management through effectively managing operational activities.</li><li>• Effective KOL engagement strategies to build strong relationships.</li><li>• Divisional sales forecast, territory target distribution and analysis.</li><li>• Coordination with cross functional departments for existing &amp; new product developments</li></ul> |
| 10/2018 – 02/2020<br>Kathmandu, Nepal | <b>Product Development Officer, S.R Drugs Pvt. Ltd.</b> <ul style="list-style-type: none"><li>• Design and implementation of integrated marketing communication for each customer segment.</li><li>• Provided hands on support through field work &amp; sales promotion meetings.</li><li>• Provided and arranged product training sessions, refresher courses for sales team periodically.</li><li>• Planning and designing promotional materials/ tools to support sales objectives.</li></ul>  |

### Skills

Strategic planning  
New product launch

KOL management  
Product lifecycle management

## **Publications**

- 01/2019      **Recent Intervention for Nanotechnology Based Drug Products: Insights into the Regulatory Aspects, *Current Pharmaceutical Design*** [↗](#)
- 06/2018      **Investigating the potential of an Antidepressant Intranasal Mucoadhesive Micro emulsion, *IJPPS***
- 04/2018      **Novel and Effectual Delivery of an antifungal agent for the treatment of Persistent Vulvovaginal Candidiasis, *JPI*** [↗](#)

## **Projects**

**Polymer Based Sustained Release Parenteral Microspheres: Fabrication, Characterisation and Pharmacodynamic Assessment, *M.Pharm Thesis***