



# Palvi Raikar

## BRAND BUILDER

### Professional Experience

#### Sage Therapeutics / Cambridge / 2018 - present

*Healthcare Professional (HCP) Product Manager for the launch of the first drug indicated for Postpartum Depression that led to disrupting the established Brain Health treatment paradigm*

- Ensured launch-readiness including FDA OPDP advisory comments submission & core claims document for brand campaign, scenario planning, go-to-market strategy resulting in \$4M as first year revenue
- Drove the “Now Approved” marketing campaign including PI, splash page, SEO/SEM, scientific journal ads, personal and non-personal email, dosing & administration guide for starter kit
- Established the brand digitally, including website (www.zulressohcp.com), SEO/SEM, paid search, banner ads, rep-triggered Veeva CRM email, Marketing Cloud eblast with metrics and analytics
- Built and deployed \$1.5M multi-channel media plan including internet (Medscape, Doximity, etc.) & print (NEJM, MPR) advertisement along with performance measurement
- Co-chaired cross-functional congress planning team (CPT) & oversaw national conference promotion, branded booth, sponsorships, KOL engagement planning for meetings like PSYCH, ACOG, SMFM
- Developed robust promotional material with a budget of \$2.5M including compelling launch campaign, sales collateral (printed sales aid, patient profiles for iDetail aid), site of care activation material
- Effective collaboration with Commercial Operations for sales training for national plan of action (POA) meetings/new hire on-boarding; for market research and advisory board insight generation
- Headed the internal campaign launch, implemented print/digital tactics with resource optimization

#### Novelion Therapeutics / Cambridge / 2017-2018

*Marketing Manager of over \$140M revenue-generating orphan drug portfolio in lipid-related disease areas of generalized lipodystrophy and homozygous familial hypercholesterolemia*

- Developed brand plan in collaboration with Global, Medical, Market Access, Sales, Patient Advocacy
- HCP Marketing – national congresses, sales collateral, field advisory board
- Patient Marketing – patient engagement program, disease/brand awareness material

#### Takeda (Shire) / Cambridge / 2014-2017

*Strengthened the multi-million dollar rare diseases franchise across strategy, execution and business insights functions of the commercial team*

- Product Manager: Launched a national campaign for an over \$150M revenue enzyme replacement therapy (ERT) for a genetically inherited Lysosomal Storage Disorder which pivoted the brand to first-line positioning and halted market share decline– launch planning, digital sales aid, Healthcare Professional (HCP) speaker bureau, patient ambassador program, website, social media
- Global Product Strategy: Ensured business continuity during organizational reform with strategic projects like global market intelligence for brand effectiveness and design thinking-based innovation adoption
- Sales Force Analyst: Developed targeting/call strategy, goal setting and incentive compensation plans for field force which contributed to an annual sales growth of 46% resulting in combined product portfolio sales of ~\$2.4 billion

#### The Wharton School / Philadelphia / 2012-2014

*Explored novel marketing concepts and assessed their impact in the industry as a business school research assistant*

- Implemented consumer choice study using eye-tracking at the Wharton Behavioral Lab
- Examined the role of social contagion in biotechnological innovation adoption among Healthcare Professionals (HCPs) by surveying over 100 publications
- Built identity-based brand loyalty and organizational behavior tools for Persona Partners, a consulting firm

#### Mu Sigma Business Solutions / Bangalore, India / 2011-2012

*Data analytics based management consulting services for US-based bio-pharmaceuticals clients*

- Measured marketing campaign effectiveness
- Segmented target physicians
- Reported sales performance
- Analyzed budget forecast discrepancy

## Profile

Strategic marketer passionate about building brands rooted in patient-centricity, medical value and commercial viability. Over 7 years of US and global experience launching campaigns, infusing innovation and elevating brand experience. Mission-focused team player able to drive commercial excellence via cross-functional collaboration in fast-paced environments.

## Expertise

- Product Launch
- Digital Marketing
- Media Management
- Sales Team Collateral
- Marketing Analytics
- MLR Reviews
- Virtual Training
- Congress Promotion
- HCP Speaker Bureaus
- Patient Ambassadors
- KOL Engagement
- Budget Tracking
- Agency Management
- Telecommuting

## Competencies

- Strategic Agility
- Bold Innovation
- Authentic Communication
- Responsive Flexibility
- Navigating Complexity
- Influence without Authority
- Emotional Intelligence
- Analytical Thinking
- Mindful Creativity
- Embracing Ambiguity

## Academics

### UNIVERSITY OF PENNSYLVANIA

MS Biotechnology 2014

### HARVARD UNIVERSITY

Medical School Visiting Scholar 2010

### BIRLA INSTITUTE OF TECHNOLOGY & SCIENCES, PILANI, INDIA

MSc (Hons) Biological Sciences 2011

BE (Hons) Mechanical Engineering 2011