

MITALI CHAKRABORTY

DGM, MARKETING, COMMERCIAL EXCELLENCE AND BUSINESS STRATEGY

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Performance-driven marketing executive with **16+ years** of expertise in the pharmaceutical industry, specializing in **Strategic Market Positioning, Business Growth Acceleration, and Revenue Maximization**, with a strong foundation in omnichannel marketing, strategic frameworks, data-driven decision-making and sound understanding of global markets.



PROFILE SUMMARY

- **Strategic Market Penetration** - Proven ability to conceptualize and execute data-driven, phased rollout strategies for maximizing market reach and business impact.
- **Omnichannel Marketing Expertise** - Skilled in leveraging digital platforms to drive brand awareness, engagement, and customer acquisition.
- **Product Launch Leadership** - Demonstrated success in leading end-to-end product launches, from market research and competitive positioning to integrated marketing execution and cross-functional team collaboration.
- **Entrepreneurial Mindset** - Spearheaded the launch of an OTC product and Pediatric and Gynecology Business Units at Biological E Ltd., overseeing all phases from initial proposal to market execution. Demonstrated agility in identifying market opportunities and an entrepreneurial drive.
- **Data-Driven Decision Making** - Adept at translating analytics into actionable business strategies, ensuring sustainable growth and marketing excellence.
- **Global Market Acumen** - Strong foundational understanding of international market dynamics, enabling strategic business expansion and competitive positioning.
- **Operational Excellence & Compliance** - Experienced in implementing and maintaining Standard Operating Procedures (SOPs) to ensure regulatory compliance and operational consistency.
- **Team Building & Leadership** - Provided strategic direction to a 700 member sales force while leading a core marketing team, ensuring cross-functional alignment with organizational growth objectives.



CORE COMPETENCY

- Market Strategy Development
- Profitability Optimization
- Cross-Functional Leadership
- Brand Equity Management
- Omnichannel Marketing & Customer Journey Optimization
- Strategic Frameworks (Porter's, SWOT, OKRs, 4Ps, Growth Loops)
- Digital Marketing Strategies
- Portfolio Management and Optimization
- Product Launch and Go-to-Market Strategies
- Market Research and Competitive Analysis
- Performance Analytics
- Customer Retention & Loyalty Programs



Technical & Marketing Tools

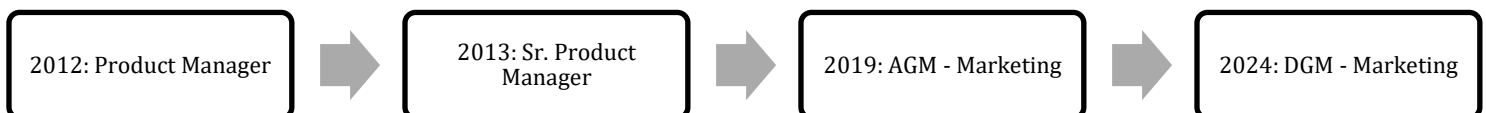
- Analytics & Performance Tracking: Google Analytics, Tableau, Besmarter
- Digital & Paid Media: Google Ads, Meta Ads
- CRM & Customer Insights: HubSpot, Salesforce



WORK EXPERIENCE

Jun'12 - Dec'24 | Biological E Ltd., Hyderabad | DGM, Marketing, Commercial Excellence and Business Strategy

Growth Path:



Key Result Areas:

- Drove 25% CAGR growth in Domestic Branded Formulations over three years, scaling sales to 300 Cr through strategic market and portfolio expansion, incorporating competitive analysis frameworks.
- Enhanced brand profitability from 8% to 20% by implementing data-driven decisions using Google Analytics and Tableau, digital marketing, and sales force excellence strategies.

- Launched 32 high-revenue brands, generating 100 Cr+ annually, aligning product pipelines with market demands and leading cross-functional teams through robust launch action plans (LAP).
- Spearheaded the launch of Pediatric and Gynecology divisions, from initial research, data driven decisions, to final product selection, team building, and market execution, showcasing product and entrepreneurial mindset achieving 10 Cr in annual revenue within two years.
- Increased revenue of legacy brands by 40% through brand extensions and targeted campaigns, reaching over 30,000 physicians.
- Led the first OTC product launch using omnichannel marketing, Gaspaz Fizz, achieving 25% consumer engagement growth and establishing a new market segment.

Nov'07 – Nov'11 | Centaur Pharma, Mumbai | Product Manager

Growth Path:



Key Result Areas:

- Led the end-to-end strategy for Sinarest, successfully maintaining its position as India's top anti-cold brand through effective customer development and brand management.
- Enhanced Sinarest's brand image and product positioning, resulting in a 20% increase in market share through refined marketing strategies and competitive analysis.
- Organized and led medical conferences and CME programs, boosting brand visibility and expanding outreach to 15,000+ healthcare professionals.
- Expanded Sinarest's reach by directly engaging with a highly targeted audience, contributing to increased awareness and product adoption.
- Played a pivotal role in shaping and executing brand strategies, ensuring Sinarest's continuous growth and recognition in a competitive market.

EDUCATION

- Pursuing "Advanced Corporate Strategic Management" from IIM – Vishakhapatnam.
- Executive Development Program in Brand Marketing | MICA in 2021.
- MBA | National Institute of Management, Nagpur in 2009.
- M.Sc. in Biotech from Pt. Ravi Shankar Shukla University in 2007.
- B.Sc. Biology | Pt. Ravi Shankar Shukla University in 2007.
- Certified in Business Communication I NMIMS.

AWARD

- **Award-Winning Leadership:** Earned BE Star & Star Team Enterprise Award for exceptional contributions to Domestic Branded Formulations over five consecutive years.
- Student Union President during Bachelor's.
- Campus Coordinator and Cultural Director during Master's.