ANKIT KALE

Product Executive | Pharma Marketing | Product Management
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PROFESSIONAL SUMMARY

Product Executive in CNS & Psychiatry at Ardent Lifesciences with 11 months of hands-on experience in brand promotion, doctor engagement and field-force support. Took ownership of a newly launched brand and built regular field promotion and consistent daily POB generation. Introduced a structured patient-profile process for OPD camps. Skilled in sales analysis (Excel Pivot Tables, VLOOKUP), visual aids and LBLs, and competitor tracking. PGDM in Pharmaceutical Management and B.Pharm.

CORE COMPETENCIES

Product Management | Pharma Marketing | Brand Promotion & Positioning | Market Research | Competitor Analysis | Doctor (HCP) Engagement | Sales Analysis | Field-Force Training | Product Communication

PROFESSIONAL EXPERIENCE

Product Executive – CNS & Psychiatry | Ardent Lifesciences Pvt. Ltd., Pune | *Nov 2025 – Present*

- Drive product promotion, brand positioning and marketing support for CNS & Psychiatry products.
- Develop visual aids, LBLs and scientific presentations that help the field force communicate products effectively.
- Analyse sales performance with MS Excel (Pivot Tables, VLOOKUP, COUNTIF, SUMIF) to identify brand and territory-level opportunities.
- Conduct market visits to collect doctor insights, competitor intelligence and market feedback for marketing decisions.
- Work with the sales team on campaign execution, product communication and promotional initiatives.
- Monitor competitor activity and market trends to identify business opportunities and sharpen positioning.
- Support field-force onboarding and product training, and coordinate distribution of promotional material.

Product Management Intern | Tetramed Biotek Pvt. Ltd., Pune | *Apr 2025 – Aug 2025*

- Conducted product and market research to support brand strategy and competitive analysis.
- Developed visual aids and promotional content for field sales teams.
- Created product training presentations to improve sales-force effectiveness.
- Gathered doctor and field feedback and recommended improvements to product communication and market execution.

KEY ACHIEVEMENTS & MARKETING INITIATIVES

- **Primisure – post-launch brand activation:** Took ownership of the brand after launch through continuous field-force follow-up and doctor engagement, building regular field promotion and consistent daily POB generation.
- **OPD camp process improvement:** Introduced a patient-profile sheet capturing BP, weight, BMI, blood sugar and relevant history, so TBMs could give doctors structured information and make OPD camps more meaningful.
- **Reminder-card and field execution:** Led a cycle-meeting session on effective reminder-card use and OPD camp execution; guided TBMs on consistent implementation and strengthened doctor engagement.
- **Sleep & Taste campaigns:** Supported therapy-focused campaigns to increase doctor engagement and strengthen product and therapy awareness.
- **Field-team incentive initiative:** Contributed to incentive initiatives that motivate the field team and align field activity with business objectives.

EDUCATION

PGDM – Pharmaceutical Management | MIMA Institute of Management, Pune | 2024 – 2026 | 70.68%
Bachelor of Pharmacy (B.Pharm) | Latur College of Pharmacy, Latur | 2020 – 2024 | 72.30%
HSC (Science) | Vasantrao Naik Science College, Bittergaon | 2019 – 2020 | 70.15%
SSC | Sakle Vidyalaya, Umarkhed | 2017 – 2018 | 80.80%

TECHNICAL & FUNCTIONAL SKILLS

MS Excel (Pivot Tables, VLOOKUP, COUNTIF, SUMIF) | MS PowerPoint | Canva | Market & Sales Analysis | Visual Aid & LBL Development

CERTIFICATIONS

- Product Management Certification – Coursera | Apr 2025
- Digital Marketing Certification – Google Digital Garage | Nov 2025
- Advanced Excel Certification – Microsoft Learn | Feb 2026

LANGUAGES

English (Fluent) | Hindi (Fluent) | Marathi (Fluent)