

# LEKI D. SUIAM

Product Manager at Dr.Reddy's Laboratories

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Management professional with **3+ years** of experience in **Product Management, Business Development and Project Management** in the Healthcare and Infra sector. **MBA graduate** from **IIM Kozhikode** recognized as **India's Top 100 B-School leaders** (2020) and a Mechanical Engineer from BIT Mesra, currently working with Dr.Reddy's Labs as a **Product Manager** focusing on a portfolio of **brands, digital assets** and a **newly acquired team of 400+ across India**. Specializes in **business analysis, strategy, project management, change management and stakeholder management** across various levels to deliver initiatives and experience to internal and external customers. Interested in building **customer centric products**.

## WORK EXPERIENCE

**3 YEARS**

### DR. REDDY'S LABS

**2 YEARS, 2 MONTHS**

#### **Product Manager, Drug Business (INR 600+ Cr Portfolio)**

*(Sep 21 – Present)*

- Built annual **GTM strategy** for brands with roadmaps for sources of growth, marketing and activation
- Identified **brand triggers and barriers** through Market research involving **500+ doctors over 8 months**
- **Monthly Training** of newly acquired **400+ sales team** for **change management**, sales & campaign execution
- Responsible for **Data Analytics and Insights** for **cross-channel execution** of **10+ brands** and 50k+ customers
- Spearheaded **30+ projects** involving **finance, supply chain, sales, vendors and agencies** for brand building
- Led **Digital Marketing** for BU through **search, platform ads, WhatsApp, SMS, emails** and **brand microsites**
- Delivered **100+ brand creatives** for scientific and **market positioning** to internal and external customers
- **Increased Market Share** of Libotryp, a newly acquired legacy brand, from **47% to 50%** through brand activation
- **Captured 16%** Market Share for a new brand through **category building** & market expansion within 8 months

#### **Business Development – B2B Latin America**

*(Apr 21 – Aug 21)*

- Created **Business Cases** and patient-therapy models for **business expansion** pipelines into LATAM countries
- Set up **business processes** and **cross functional workshops** to strategize alliances and product launches
- Improved timelines for product identification to cross-functional alignment from **4 months to 1 month**
- Collaborated with **internal stakeholders for M&A** management for Ukraine and South Africa based brands
- Built a **USD 100 Mn business** pipeline of 30+ Products through IQVIA analytics and business intelligence

#### **Product Analyst – Dental Healthcare Platforms**

*(Jan 21 – Mar 22)*

- Benchmarked Platforms by identifying best practices through desk research and stakeholder interviews
- Drafted an **ecosystem blueprint** that capitalises on the pain points and identifying key areas for prioritization

#### **Digital Transformation Manager – Client Collaboration Platforms**

*(Aug 20 – Dec 20)*

- Led **B2B Platform digital journey design** for better delivery of customer experience across engagement cycle
- Mapped Customer journey defining **As-Is** and **To-be states** through **client and stakeholder workshops**
- Collaborated with **UX teams and Solution Architects** building platform wireframes on Figma and MS Visio
- Improved OTIF for FFS Projects from **32% to 80%**, customer query turnaround time from **10 days to 1 day**

### M/S RAINBOW ELECTRICALS

**10 MONTHS**

#### **Assistant Engineer**

*(Oct 16 – Jul 17)*

- Managed a **team of five junior engineers** for electrical infrastructure development across **four districts**
- Acted as **liaison** between government, labourers and private contractors for works and payment release

## CORPORATE AWARDS AND ACHIEVEMENTS

- **India's Top 100 Competitive B-School Leaders** by Dare2Compete for excellence in corporate events (2020)
- **National 1st Runners up** – GSK E^3, Traditional Pharmaceutical Companies in Digital channels (2020)
- **National 1st Runners up** – AP Chain Reaction, Leveraged ML for New Product Forecasting (2020)
- **Campus Finalist** – Titan Elevate 6.0, Identified opportunities for Digital Product Experience (2020)
- Among **10 out of 27** Management Interns awarded **PPO** at Dr.Reddy's for GTM Strategy in S&M (2019)

## EDUCATION

Indian Institute of Management Kozhikode

2020

Flagship PGP - Master of Business Administration

Birla Institute of Technology Mesra

2016

Bachelor of Engineering (Mechanical Engineering)