

Tushar Bansal

Product Manager

Mid Management professional adapt with marketing and sales in Medical/Ed tech and IT industry. Familiar with omni channel business formats and leveraging the strength of emerging technologies. Have been through the rigor of setting up to stabilising a business. Familiar with the process of delivering a business model out of an idea and further develop their products,unleash the potential hidden in their brand and making the most out of it



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Bengaluru, India 📍

WORK EXPERIENCE

Product Marketing Manager.

Medicom SuperDrugs Pharmacy Pvt Ltd.

03/2020 - Present

Medical Technology

India

Product Sales , Agile Framework structure

- Product planning and marketing
- This includes managing the product throughout the lifecycle,gathering and prioritising product/customer requirements .Defining the product vision and working closely with the product owner and dev team to deliver winning products

Product Manager.

Mind Shaper technologies Pvt Ltd.

01/2018 - 02/2020

Education Technology

Delhi,India

Product Sales, Agile framework structure

- Managed n enhanced in app metrics by 3x in 5 months for activation,engagement and retention funnels.
- Strategising marketing solutions that provided a 10x brand lift leading to increased sales of various educational products.

Senior Marketing Manager

Minimally Invasive Image Guided therapy Pvt Ltd

01/2015 - 01/2018

Medical Technology

Bangalore,India

Product Owner : Megrez and Optimus/Tasks

- Capture brand essence and conceptualisation of medical marketing strategies,deliver marketing collaterals in different stages of its lifecycle

Partner

MB Studios LLP

03/2012 - 12/2016

Garment Manufacturing

Chennai,India

Achievements/Tasks

- Successfully set up a uniform manufacturing unit of 50
- Managed production from sourcing to delivery. Provided solutions for various healthcare,schools and corporate brands such as Radisson,Fortis Healthacre

Corporate Executive

SPI Groups Pvt Ltd

01/2011 - 02/2012

IT solutions

Chennai,India

Achievements/Tasks

- Owner of production of deliverables including planning, information gathering, writing, reviewing .

SKILLS

Python



Business development



Product Management



Revenue Generation



Sales and Marketing



Product Road Maps



Pre -Sales solutions



Customer engagement strategy



Agile Framework



Networking



EDUCATION

Bachelors of Engineering (Hons)

University of Manchester

08/2007 - 08/2010

3.2

PGP in Data Science and Business Analytics

Great lakes and Texas McCombs

12/2020 - Present

India

LANGUAGES

English



Hindi



Tamil



INTERESTS

Madras Boat Club Management Committee

Professional Rowing

Start ups

Entrepreneurship

Pharmaceutical

Ed Tech

Oncology

Interest