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Monica Tibrewal

Manager

SUMMARY

- An enthusiastic, quick learner, and a self-motivated dedicated professional, with ~12 years of functional expertise and profound domain knowledge in the pharmaceutical and healthcare industry. Ready to take up new challenges using my managerial and leadership traits

SKILLS

Core Competencies: Time management skills, Analytical skills, Agile, Communication and Interpersonal Skills, People & Project Management, Coaching and Development, Market & Secondary Research, Client and Stakeholder Management, Outside-In Analysis, Client Primer, Segment Dynamics, Financial Analysis, Regulatory Analysis, Pipeline & Portfolio Analysis, Competitive Intelligence, Brand Planning, Market Demand Study, Product Launch Estimation, SWOT Analysis, Treatment Architecture, On-site Conference Coverage, Economic Buyer profiling, Business Model Transformation (BMR) opportunities, Opportunity Assessment, Pipeline analysis, Competitive Threat Assessment, Commercial due diligence
Tools: Microsoft Office Suite, Excel, Think-cell, Chatgpt, Co-Pilot, Grammarly, PeopleSoft
Databases: Pharmaprojects, TrialTrove, Sitetrove, Thomson Cortellis, Evaluate Pharma, Thomson Refinitive, Biomed Tracker, Alpha sense, Datamonitor Healthcare, Pharmapremia, Capital IQ, Factiva, Salesforce, GlobalData, EMISPro, IDC

PROFESSIONAL EXPERIENCE

Manager
Oct '22 - Mar '25

PwC
Remote Location

- PeopleSoft manager of 10-15 member team, helping them with joining, identifying training needs, setting up their goals, aligning their aspirations with the needs of the Organization
- Demonstrate strategic thinking and team leadership by helping HR team, owning key milestones, delivering on them successfully, and communicating progress to the leadership and internal stakeholders
- Champion delivery approaches and strategies (end-to-end delivery planning) when working through projects by providing ongoing oversight and guidance to team members
- Proctively engaging with internal stakeholders to gather requirements, design the end-to-end analysis, and deliver the output along with discussions/readout calls while looking for ways to improve process efficiencies and effectiveness within the project
- Perform analysis on Fortune 500 pharmaceutical and lifescience/biotech companies for enterprise-wide growth opportunities, build primers on specific requirements (deepdive based on TA, business units)
- Conduct secondary research including commercial, financial, pipeline, and regulatory analysis, Product/TA profiling & deep dives, launch estimates, Economic buyer profiling, peer analysis
- Analyze the data inputs, synthesize findings into a required output format (presentation, word, excel) and aid stakeholders in demand generation by suggesting opportunities and PwC services for client/customer engagement and operational excellence
- Adept in continuous monitoring of key news/JPM data with insights helping the team with being updated on Market events

Deputy Manager
Aug '16 - Oct '22

WNS Global Services
Noida

- PeopleSoft manager of 4-5 member team including on-job training and setting up their goals
- Actively engaging with clients to gather requirements, perform full analysis, delivering and communicating to the client
- Supporting Business Development Teams with RFPs and SOWs, and preparing business case studies
- Worked in multiple projects involving CI Landscapes, Pipeline analysis, Clinical trial timeline analysis & benchmarking, Key Catalyst events & Approval timelines, Clinical trial monitoring, Company Portfolio Analysis, Product profiling & deep dives, Competitive Threat Assessment, Product launch timeline
- Real-time monitoring with coverage of key events (Earnings and Investors calls, Competitor clinical data/ designations/ approvals/launch), creating weekly/biweekly/Monthly newsletters and Quarterly reports with Insights helping the team with being updated on Market events

Research Associate - Healthcare Business Research
Oct '15 - Aug '16

Phronesis Research and Consulting Pvt. Ltd.
Noida

- Delivered rapid research projects by data analysis from public and subscriptions databases
- Identifying and profiling KOLs to assist primary research teams

Associate Analyst
Sep '13 - Feb '15

GD Research Center Pvt. Ltd.
Hyderabad

- Collected data for market research and market estimation in healthcare and medical devices. In-depth study of the disease background, analysis of

health care policies, and socio-economic scenario in major geographies to estimate and forecast the market trends of medical devices

- Built 'Epidemiology based Data Forecast Models' for various Medical devices and Capital equipment using indications of disease in which they are used, therapeutic factors involved, primary interviews with KOLs/industry experts & competitive landscapes
- Creating questionnaires, identifying interview participants, and interviewing them to obtain quantitative and qualitative data
- Regular communication with KOLs/industry experts for updates on trends in the usage of the devices, opinions, and preferences of end-users for the products for the analysis and forecast for the market size and growth of a particular product
- Tracked revenues of the companies, major events that occurred in the industry (including new product and technologies launches, product recalls, reimbursements, mergers, and acquisitions) using SEC filings and other secondary resources and writing reports and preparing data sheets on the same by identifying leader, competitor, and follower
- Mapping the products and extensive study of the products available in a particular segment of the market concerning the technology, indications, prices, and reimbursement to analyze and forecast product-specific trends

Business Analyst and Quality Control Analyst Jun '10 - Sep '12

OMICS Online Publishing Group Pvt. Ltd. Hyderabad

- Quality Check of Webpages, manuscripts, and blogs for the originality of content and relevance to the subject, copy editing
- Coordinating with the various technical and testing teams detailing requirements, ensuring timely formalization of the solution and resolution of queries
- Training & mentoring new joiners on Pharma datasets, making them aware of the healthcare-related Analytics Projects
- Part of ISO Audit Team - Creating various QC trackers, performing analysis & conducting training sessions to ensure that team is adherent to all the compliances/guidelines. Actively involved in interaction with internal & external ISO Audit team

EDUCATION

M.Tech. Biotechnology Jul '10 - Jun '12

Amity University Noida, UP

Overall CGPA: 7.2

B.Tech. Biotechnology Jul '06 - Jun '10

Amity University Lucknow, UP

Overall CGPA: 7.8

ACHIEVEMENTS

- Awards: Operational Excellence, Go-Getter Award, Emerging Star Award, Best Employee Award