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Core competences: -

- Business Analysis Planning and Monitoring.
- Elicitation and Collaboration.
- Requirement Life cycle Management.
- Requirement Analysis and Design Definition.
- Strategy Analysis
- Solution Evaluation
- Stakeholder management
- Project management

Technical skills

- Documentation Tools: MS Access, Sharepoint, Workfront
- Prototyping & Wire frames Tools: Axure & Balsamiq
- Modeling Tools: MS Visio, Draw.io.
- Database: SQL
- Project Management tool:- JIRA
- Reporting Tools: MicroStrategy, Power BI, & Tableau.

Domain knowledge: -

Healthcare

Pharmaceuticals

Education:-

PGDM Pharmaceutical Marketing

Certificates:-

Certified IT – Business Analyst, IIBA [EEP]

Soft skills: - Attention to Detail, Problem-Solving, Critical Thinking

Language:-

English, Hindi Marathi

Career object: - Driving strategic growth with 10 years of experience, including 6 years as a Functional BA in the healthcare domain. Skilled in bridging business needs with technology, driving product strategy, and delivering scalable, user-centric solutions. Proven track record in stakeholder management, process optimization, and digital transformation. Seeking to lead impactful initiatives that enhance healthcare delivery and operational efficiency.

Profile summary: -

- Strong grasp of **SDLC across Waterfall and Agile methodologies**
- Skilled in **requirement elicitation, stakeholder interviews, and gap analysis**
- **Proficient in Waterfall Model:** BRD/FRD/SRS documentation, RACI Matrix, BCD creation, UML diagrams, prototypes, RTM tracking, UAT coordination, and change request handling
- **Expert in Agile Scrum:** user story creation, acceptance criteria, BV & CP, backlog grooming, sprint ceremonies, burndown charts, and ensuring DOR/DOD compliance
- Experienced in translating **business needs into functional specifications** and **collaborating with cross-functional teams**
- Adept at **process mapping, workflow optimization, and driving data-informed decisions**
- Experience in **Product Marketing, Brand Plan Preparation, Marketing Communication, and Implementation**
- Hands on experience in **Data Analysis and Management**

Work exp.

Company name :- Medline Industries |Duration| Nov 2021 to till date

Designation: Product Support Specialist

Project 1:- EU Label and IFU Updates |Agile|

Project description:- Led business analysis for EU MDR-compliant product labeling across EMEA, aligning 24-language updates with regulatory and market requirements. Streamlined workflows, ensured traceability through RTMs RACI, and maintained compliance via structured documentation and Agile-driven execution.

Role:-BA

Responsibilities

- Conducted stakeholder analysis and gathered requirements using advanced elicitation techniques
- Created user stories with acceptance criteria; managed product backlog using **JIRA**
- Applied **MoSCoW** and **FURPS** methods to prioritize sprint-ready requirements
- Defined **DOR/DOD checklists** and collaborated on **BV/CP** with Product Owner and Scrum Master
- Participated in sprint ceremonies and **UAT** to ensure timely, compliant delivery
- Designed process flows and use cases to identify bottlenecks and streamline labeling workflows
- Led multilingual label alignment across **24 EMEA markets**, ensuring regulatory and market compliance.

Project 2:- Technical Data Sheet Integration in MS Access | Waterfall|

Project description:- Automated and centralized Medline's Technical Data Sheet (TDS) documentation using MS Access, ensuring MDR compliance and improved operational efficiency through structured Waterfall delivery.

Role:-Business analyst

Responsibilities:-

- Conducted **enterprise and stakeholder analysis**; prepared **Business Case and RACI Matrix**
- Captured requirements via **elicitation techniques**; authored **BRD, FRD, and SRS documents**
- **Designed UML diagrams and wireframes** using **Visio, Balsamiq, and Axure**
- Maintained **RTM** and supported **UAT** with test case scenarios and validation
- Managed TDS data migration in **MS Access**, ensuring accuracy and **MDR compliance**

Project 3:- Integration of Sales Data into Power BI |Agile |

Project description: Facilitated the transition from MicroStrategy to Power BI to enhance sales reporting and analytics across business units. Delivered dynamic dashboards and semantic models through Agile collaboration, enabling data-driven decision-making and improved KPI visibility.

Role:-Business Analyst

Responsibilities:-

- Gathered and prioritized reporting requirements using **elicitation techniques**; created **user stories with acceptance criteria**
- Added stories to **product backlog in JIRA** and aligned **sprint goals** through **MoSCoW prioritization**
- Collaborated with **Product Owner** and **Scrum Master** on **BV/CP** and contributed to **DOR/DOD checklist creation**
- Participated in **sprint ceremonies** to remove blockers and ensure **timely dashboard delivery**
- Conducted **gap analysis** and supported semantic model design for EU pricing analytics
- Built **Power BI dashboards** with **DAX measures**, slicers, and drill-downs to visualize KPIs and support decision-making

Project 4:- QAD ERP performance Enhancement |Agile |

Project description:- Optimized QAD ERP performance through Agile collaboration, addressing technical gaps and enhancing system scalability. Delivered prioritized improvements and validated enhancements through iterative sprint cycles.

Role:-Business analyst

Responsibilities:-

- Captured and prioritized performance requirements via **stakeholder interviews and data analysis**
- Created user stories with acceptance criteria; managed product backlog in **Jira**
- Collaborated with **Product Owner** and **Scrum Master** on **BV/CP** and contributed to **DOR/DOD checklist**
- Participated in **sprint ceremonies** and supported testing cycles to ensure successful delivery.

Company name :- Ajanta Pharmaceuticals

| Duration| Oct 2015 to Nov 2021

Designation:- Product Manager

Project 1:- Launch of AP My Doctor Tracker Application | Waterfall|

Project description:- Led the structured development of a CRM tool for field reps using Waterfall methodology, aligning business needs with system capabilities and ensuring market differentiation through competitive analysis.

Role:-Business analyst

Responsibilities:-

- Conducted **requirements workshops** and performed **stakeholder analysis** to capture business needs
- Created **wireframes** and **UML diagrams** using **MS Visio** for system design clarity
- **Documented requirements in BRD** and collaborated with developers for phased execution
- Prepared **test case scenarios** and ensured **successful UAT** to validate system functionality
- Created and maintained **RTM** to ensure traceability from requirements to final deliverables
- Performed **competitor analysis** to identify feature gaps and ensure market relevance

Project 2:- ANSCA Division Launch |Agile|

Project description:- Spearheaded the launch of Ajanta Pharma's ANSCA Glaucoma division using Agile methodology, combining strategic product planning with business analysis to drive market entry and sustained growth. Translated stakeholder insights into actionable user stories and delivered brand initiatives that achieved 100% sales targets over 3 years.

Role:-Product Manager

Responsibilities:-

- Conducted market research, competitor benchmarking, and defined product positioning strategies
- Captured and prioritized business needs through elicitation techniques; created user stories with acceptance criteria
- Managed product backlog in JIRA and aligned sprint goals using MoSCoW prioritization
- Collaborated with Product Owner and Scrum Master on BV/CP and contributed to DOR/DOD checklist
- Participated in sprint ceremonies to remove blockers and ensure timely delivery of brand assets
- Developed pricing models, sales forecasts, and crafted brand plans to support strategic growth
- Led execution of CRM campaigns, webinars, and roundtable events to maximize doctor engagement

Company name :- Sun Pharmaceuticals

|Duration| March 2015 to Sept 2015

Designation: Medical Representative

Role:- Sales Rep

Responsibilities:-

- Promoted prescription brands through regular doctor visits, product detailing, and relationship-building across assigned territory
- Conducted market surveys and competitor analysis to identify growth opportunities and optimize promotional strategies
- Coordinated with distributors and chemists to ensure product availability, timely order fulfillment, and stock visibility