

IHMR UNIVERSITY, JAIPUR

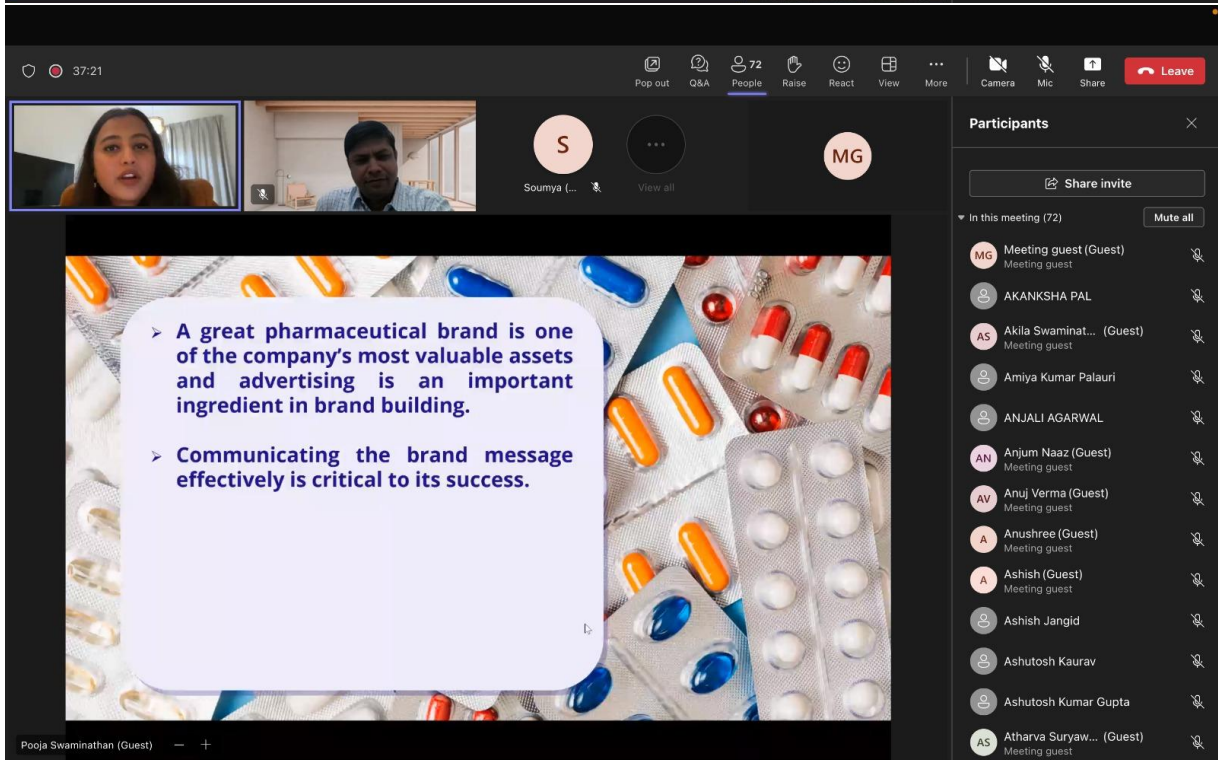
EVENT OUTCOME REPORT

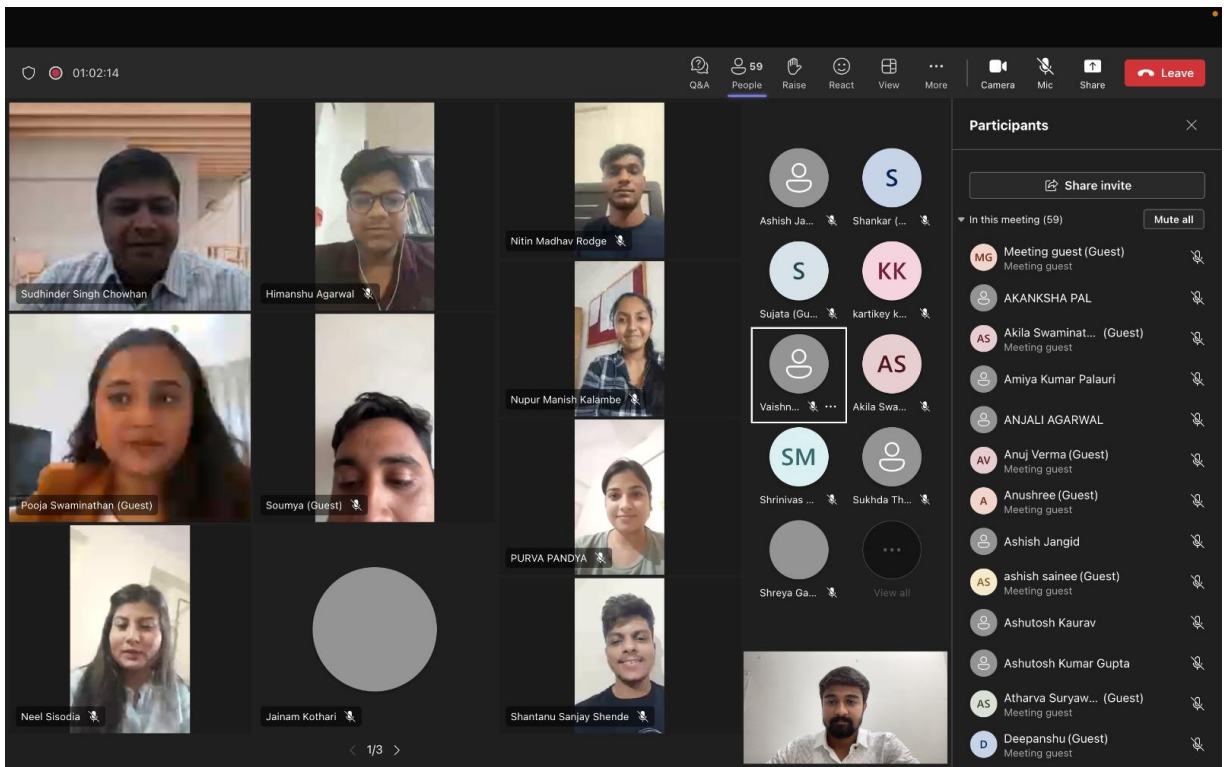
“Master Class Episode no 91”

“Master Class Episode No 91”
Topic: - "Navigating Challenges and Achieving Success: The Evolving Role of Pharma Brand Managers"
Date: - 19 October 2023 from 05:00 PM to 06:00PM IST
Mode: - Online
Speaker: - Ms. Pooja Swaminathan (Pharma Brand Consultant Dubai)
Number of participants: - 87 students from Pharmaceutical Management Batch -15
Introduction: - The 91 st episode of the Master Class titled " Navigating Challenges and Achieving Success: The Evolving Role of Pharma Brand Managers " was held on 19 th Oct 2023 through online mode. This session featured Ms. Pooja Swaminathan (Pharma Brand Consultant, Dubai) as the guest speaker. The event was moderated by Dr. Sudhinder Singh Chowhan Associate Professor of School of Pharmaceutical Management, student coordinator Mr. Akshat Geete from the MBA PM 15 batch. The session focuses on the evolving role of pharma brand managers.
Objective: - To provide information and guidance on the evolving role of pharma brand managers, including their responsibilities, necessary skill sets and strategies for success.
Salient Novel Points Covered: Role: Ms. Pooja Swaminathan has covered the following points- <ul style="list-style-type: none">● Pharma brand managers' roles and responsibilities, including marketing planning, data interpretation, and initiative execution.● The critical emphasis on achieving Rx market share and a healthy ROI for the brand.● The evolving role of brand managers in adapting to market dynamics and the rising significance of digital marketing.● The essential skills and knowledge required for brand management success, including analytics, communication, emotional intelligence, and fieldwork.● The significance of building a robust team and gaining support from medical representatives and field managers. Challenges and Opportunities: In the evolving pharma landscape, brand managers face heightened competition, must adapt to changing market dynamics, and navigate complex regulations. However, they can leverage data for insights, innovate in marketing, and build vital relationships with stakeholders, such as med reps, field managers, and healthcare providers, to drive success and growth for their brands. Q&A and Interactive Discussion: The session encouraged active participation from students, who asked insightful questions based on the Pharma Brand Management and the skills needed to work in the future.
Future Scope: Within the dynamic pharmaceutical landscape, brand managers encounter intensified competition, necessitating agile adaptation to shifting market dynamics and adept navigation of intricate regulations. However, they possess the capability to harness data-

driven insights, drive innovation in marketing, and cultivate pivotal relationships with key stakeholders, including medical representatives, field managers, and healthcare providers, all pivotal in propelling success and fostering growth for their brands.

Appropriate caption for webinar: "Mastering Challenges and Attaining Excellence: The Evolving Responsibilities of Pharma Brand Managers"





IIHMR UNIVERSITY

Master Class
Episode 91

Navigating Challenges and Achieving Success: The Evolving Role of Pharma Brand Managers

Oct 19, 2023 05:00 PM to 06:00 PM (INDIA)



SPEAKER
Ms. Pooja Swaminathan
Pharma Brand Consultant
Dubai



MODERATOR
Dr. Sudhinder Singh Chowhan
Associate Professor
School of Pharmaceutical Management
IIHMR University
Jaipur, Rajasthan, India



STUDENT CO-ORDINATOR
Mr. Akshat Geete
Batch : MBAPM-15
(MBA Pharmaceutical Management),
IIHMR University, Jaipur, Rajasthan, India

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1. Summary		
Meeting title	Master Class: Ep. 91 Topic: "Navigating Challenges and Achieving Success: The Evolving Role of Pharma Brand Managers".	
Attended participants	87	
Start time	10/19/23, 4:34:41 PM	
End time	10/19/23, 5:58:37 PM	
Meeting duration	1h 23m 55s	
Average attendance time	40m 50s	
2. Participants		
Name	First Join	Role
Hitendra Singh Rathore	10/19/23, 5:09:40 PM	Organizer
Ashish Jangid	10/19/23, 4:46:56 PM	Presenter
PURVA PANDYA	10/19/23, 4:50:55 PM	Presenter
Sudhinder Singh Chowhan	10/19/23, 4:50:58 PM	Presenter
Nitin Madhav Rodge	10/19/23, 4:51:16 PM	Presenter
Shankar	10/19/23, 4:51:24 PM	Presenter
Sujata	10/19/23, 4:51:24 PM	Presenter
Pooja Swaminathan	10/19/23, 4:51:25 PM	Presenter
Akila Swaminathan	10/19/23, 4:51:26 PM	Presenter
Shantanu Sanjay Shende	10/19/23, 4:52:20 PM	Presenter
kartikey kumar	10/19/23, 4:52:44 PM	Presenter
Jaya Sinha	10/19/23, 4:52:46 PM	Presenter
Nupur Manish Kalambe	10/19/23, 4:52:47 PM	Presenter
Akshat Geete	10/19/23, 4:53:26 PM	Presenter
Shrinivas Madhekar	10/19/23, 4:53:39 PM	Presenter
Sukhda Thakur	10/19/23, 4:53:45 PM	Presenter
Himanshu Agarwal	10/19/23, 4:54:08 PM	Presenter
Koustav Sarkar	10/19/23, 4:54:24 PM	Presenter
Jainam Kothari	10/19/23, 4:55:03 PM	Presenter
Vaishnavi Shrivastava	10/19/23, 4:55:03 PM	Presenter
Neel Sisodia	10/19/23, 4:56:07 PM	Presenter
ANJALI AGARWAL	10/19/23, 4:56:14 PM	Presenter
Yash Soni	10/19/23, 4:56:19 PM	Presenter
shefali karmore	10/19/23, 4:56:56 PM	Presenter
Tanu Sharma	10/19/23, 4:56:56 PM	Presenter
mansi jariya	10/19/23, 4:57:01 PM	Presenter
Sakshi zod	10/19/23, 4:57:02 PM	Presenter
Anjum Naaz	10/19/23, 4:57:11 PM	Presenter
Amiya Kumar Palauri	10/19/23, 4:57:23 PM	Presenter
Soham Prakash Mirani	10/19/23, 4:57:58 PM	Presenter
Harsh Suresh Patidar	10/19/23, 4:58:04 PM	Presenter
Ashutosh Kumar Gupta	10/19/23, 4:58:09 PM	Presenter
Konatham Gowtham Kum	10/19/23, 4:58:34 PM	Presenter
Naveen Rawat	10/19/23, 4:59:03 PM	Presenter
Yash Chouhan	10/19/23, 5:00:03 PM	Presenter
Shreya Gattani	10/19/23, 5:00:03 PM	Presenter

Vaibhavi Anant Manore	10/19/23, 5:00:12 PM	Presenter
Ramanuj Ram Patidar	10/19/23, 5:01:07 PM	Presenter
Sarthak Sudhirrao Joshi	10/19/23, 5:01:10 PM	Presenter
Anushree	10/19/23, 5:01:17 PM	Presenter
Ashutosh Kaurav	10/19/23, 5:01:34 PM	Presenter
Soumya	10/19/23, 5:01:35 PM	Presenter
Vivek Hattangadi (Guest)	10/19/23, 5:01:39 PM	Presenter
Manvi Munshiram Rana	10/19/23, 5:01:59 PM	Presenter
Harsh Bansal	10/19/23, 5:02:20 PM	Presenter
Gyanendra Tripathi	10/19/23, 5:02:29 PM	Presenter
Sanad Paliwal	10/19/23, 5:02:36 PM	Presenter
Harshawardhan Udaykum	10/19/23, 5:02:37 PM	Presenter
Atharva Suryawanshi	10/19/23, 5:02:49 PM	Presenter
Yash Manoj Sarada	10/19/23, 5:02:57 PM	Presenter
Pooja Pakhale	10/19/23, 5:03:03 PM	Presenter
Janvi Agarwal	10/19/23, 5:03:08 PM	Presenter
sakshi zod	10/19/23, 5:04:12 PM	Presenter
shefali Karmore	10/19/23, 5:04:36 PM	Presenter
Deepanshi Gupta	10/19/23, 5:04:58 PM	Presenter
Deepanshu	10/19/23, 5:05:00 PM	Presenter
Anuj Verma	10/19/23, 5:05:12 PM	Presenter
Annavi Gupta	10/19/23, 5:05:43 PM	Presenter
Vinamrata Shivashankar S	10/19/23, 5:06:08 PM	Presenter
Ashish	10/19/23, 5:08:42 PM	Presenter
Noni Choudhary	10/19/23, 5:09:12 PM	Presenter
Shayna	10/19/23, 5:09:36 PM	Presenter
Sakshi Mishra	10/19/23, 5:10:16 PM	Presenter
pushpraj	10/19/23, 5:10:25 PM	Presenter
Prinsi Suresh Gnagurde	10/19/23, 5:10:29 PM	Presenter
Pranav Ayush	10/19/23, 5:10:38 PM	Presenter
SAHARSH TAK	10/19/23, 5:11:05 PM	Presenter
Harshal Bagherwal	10/19/23, 5:11:19 PM	Presenter
Shruti Shukla	10/19/23, 5:11:37 PM	Presenter
Janvi Agarwal	10/19/23, 5:11:38 PM	Presenter
Hasmukh Naran Chaudhar	10/19/23, 5:13:01 PM	Presenter
AKANKSHA PAL	10/19/23, 5:13:13 PM	Presenter
ROHIT KUMAR BISWAL	10/19/23, 5:13:30 PM	Presenter
Sankalp Oltikar	10/19/23, 5:14:15 PM	Presenter
Shreenath Iyer	10/19/23, 5:14:38 PM	Presenter
vardhan patil	10/19/23, 5:17:20 PM	Presenter
Aditi	10/19/23, 5:20:21 PM	Presenter
Dhruvika Sharma	10/19/23, 5:20:27 PM	Presenter
Deepesh	10/19/23, 5:20:48 PM	Presenter
Shubham Verma	10/19/23, 5:21:28 PM	Presenter
Sejal Prashant Ubale	10/19/23, 5:22:50 PM	Presenter
Narayani Mahendra Tiwar	10/19/23, 5:23:06 PM	Presenter
Mevin Mathew	10/19/23, 5:26:19 PM	Presenter
ashish saine	10/19/23, 5:34:17 PM	Presenter
Salony	10/19/23, 5:36:53 PM	Presenter
ganesh	10/19/23, 5:51:39 PM	Presenter

Pushpraj Patel	10/19/23, 5:55:50 PM	Presenter
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