

Mini workshop series

Marketing and Distribution of Medical Products

by

Ravi Sarangapani
Director - New Product
Development

On

Date: 12 Jan 2019

At 2 pm – 4 pm in the
Training Room, Venture Center
100 NCL Innovation Park
Dr. Homi Bhabha (Pashan) Road,
Pune – 411008



Ravi Sarangapani
Director - New Product Development

<https://www.linkedin.com/in/ravi-sarangapani-b45404100/>

About Mr. Ravi Sarangapani

S Ravi is currently Director, Adler Mediequip (a Smith and Nephew company) and previously held senior positions for Sushrut / Adler in Product Development, Sales and Marketing, Regulatory affairs .

Accomplished professional with over 25 years in the medical device industry encompassing leadership roles in New Product Development, Quality Management and Regulatory affairs, Marketing, Sales and Business Development. Proven track record of managing the new product development process from conceptualization and market analysis through development, risk management, pre-clinical evaluation, verification and validation, test marketing to commercialization. Outstanding communication talents with proven ability to build and lead highly efficient teams, train technical professionals and to convey complex concepts in understandable terms. Especially skilled at problem analysis and resolution, strategic planning and budget controls. Strong background of interactions with Key Opinion Leaders, customers and trade channels throughout Asia, Middle East, Africa and some areas of Europe.

About the workshop:

The workshop will focus on practical insights into how marketing and distribution of medical products works in India and abroad, navigating marketing and distribution channels in India and negotiating such contracts.

Free & Open to all; Tea @ 2.00 pm
**For online registration and more
information, please visit:**
<http://bit.ly/miniws-12jan2019>