

Binata Mukherjee

5907 Coral Springs CT • Katy, TX, 77494 • (832) 600-9698 • binata.mukherjee@rice.edu

SUMMARY

- Dynamic business professional with experience in healthcare that includes education (developed new courses at U Chicago & Jones Graduate School of Business), translational research, pharmaceutical, clinical.
- Expertise in program management, corporate strategic planning, portfolio analysis, business development, budgeting, forecasting.
- Competent in leading and managing people, working in cross-functional cross-cultural teams.
- Excellent communication skills: presented to corporate senior management, scientific/medical community, marketing and sales teams, students.
- Demonstrated ability to assimilate cutting edge scientific details to unearth business potential.
- Highly organized, self-starter with demonstrated ability to multi-task and work under tight deadlines.

EDUCATION

THE UNIVERSITY OF CHICAGO BOOTH SCHOOL OF BUSINESS, Chicago, Illinois
Master of Business Administration (Strategy, Finance), Dean's Honor List **2010**
Certificate in Health Administration & Policy (GPHAP) **2009**

UNIVERSITY OF CALCUTTA, India **1988**
M.D.

EXPERIENCE

RICE UNIVERSITY

Director of Healthcare Initiatives, Jones Graduate School of Business (JGSB) June 2014-present

- Redesign healthcare curriculum for MBA students, select and recruit appropriate faculty to teach.
- Develop content, including an online accompanying 'Primer for Healthcare Industries', and deliver the fundamental healthcare course "US Healthcare Management".
- Counsel students for course selection and career options.
- Enhance students' learning experience in healthcare by facilitating of internships, projects, Lunch n' Learn sessions.
- Increase career placement opportunities in healthcare through relationship with healthcare organizations.
- Manage accreditation, recruitment, and delivery of Graduate Certificate in Health Care Management.
- Enhance engagement of the JGSB in healthcare through symposia, corporate collaborations.

Director, Strategic Initiatives, Houston Area Translation Research Consortium (HATRC) Dec 2013-Jul 2014

- Support HATRC affiliates in building marketing plans, market research, competitive analysis, pricing strategy.
- Participate in selection of HATRC portfolio.
- Project Management for early stage inventions.

Director, Technology Scale-Up, Rice 360°: Institute for Global Health Technologies 2012-2013

- Managed scaling up and commercialization initiatives.
 - Developed a Decision Matrix to streamline investment into 6 devices from a basket of 21 technologies
 - Formulated scale-up plans for identified technologies that include development road map, potential impact, market size using business research methodologies
 - Managed collaborations with potential partners, both commercial and NGOs
 - Tracked development activities
 - Collaborated with Office of Technology Transfer at Rice University to implement IP strategy.
- Managed USAID grant of \$2MM for scaling-up bCPAP in Malawi
 - Prepared detailed project implementation schedule to track progress against plan using MS project
 - Developed Milestone, M & E, regular reporting documents for USAID.
- Managed implementation and reporting of biomedical engineering partnership involving American International Health Alliance's HIV/AIDS Twinning Center, Rice University, Texas Children's Hospital, 2 institutes in Ethiopia.

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- Collaborated with students in “Commercializing Technology in Developing Countries” at JGSB.

Visiting Scholar, Rice 360°: Institute for Global Health Technologies

Jan 2012– July 2012

Estimated market opportunities and prepared business plans for technologies developed in Bioengineering Dept. at Rice.

CARTHA

2010-present

Advisor on global health projects

SANOFI AVENTIS

1995 – 2006

Marketing Director, Asia, Singapore, 2001-2006

Managed brands worth \$250 million in revenue and implemented pre-marketing strategies for new brands.

- Established effective brand management processes including initiation of Health Economic Outcomes Research:
 - Plavix moved from below 15th position to 2nd in the total pharmaceutical market in most countries.
 - Aprovel moved from 5th to 2nd rank in its segment in most countries.
 - Sustained or regained leadership of Depakine, a 35 year-old brand, despite new entrants in all markets.
 - Stopped erosion of Fraxiparine market share in a fiercely competitive therapeutic segment.
- Initiated business research in region to facilitate forecasting, P&L analysis, development of common regional strategy and tactics that included advisory boards which
- Managed 15 people across Asia: recruited and coached regional and local marketing teams, and improved affiliates’ marketing skills through strategy workshops, experience sharing meetings and war game sessions.
- Evaluated in- and out-licensing opportunities.

Medical Director, India, 1995-2001

Set strategic direction for the medical team and participated in start-up of the organization including portfolio selection, long range planning, budgeting, business development and recruitment of Management Team.

- Recommended start-up Sales Force structure that was successfully implemented.
- Developed critical pre- and post-launch business research for Fraxiparine, 6th entrant in class became leader <2 yrs.
- Drafted protocols, recruited centers, negotiated budgets & documented studies (8) including epidemiological trials.
- Obtained approval for seven New Drug Applications.
- Developed technical / product training manuals (10), instructed Sales Team that was recognized for its knowledge.
- Responded to doctor / patient queries: reduced response time to best-in-class, providing a competitive edge.
- Moderated multi-disciplinary round table scientific meetings throughout the country.

LES LABORATOIRES SERVIER (SERDIA)

1991 – 1995

Product Manager, India

Managed both Medical and Marketing in the absence of a separate Medical Affairs Department.

- Successfully launched anti-obesity drug, Isomeride that became the #1 brand in the market within two years.
- Achieved 20% year-on-year growth for Diamicon (oral anti-diabetic) to make it the largest brand of Serdia.
- Realized year-on-year growth of 14% for Natrilix in a shrinking diuretic market.

CLINICAL EXPERIENCE (India)

Resident Medical Officer

1988 – 1991

ICCU, HOLY SPIRIT HOSPITAL; **Cardiology**, BOMBAY HOSPITAL; **Medicine**, NANAVATI HOSPITAL; Bombay

General Medicine, S.S.K.M. HOSPITAL & POST GRADUATE INSTITUTE, Calcutta

Professional Training and Affiliations

- Certificate in NIH’s ‘**Protecting Human Research Participants**’ 2012
- Certificate in WIPO’s ‘**General Course on Intellectual Property**’ 2010
- **COMPASS** (corporate marketing training), Paris 2002
- **CLINICAL RESEARCH TRAINING**, Paris 1995
- **MARKETING TRAINING PROGRAM**, Les Laboratoires Servier, Paris 1991
- Member, Editorial Board for Cardiac Pharmacotherapy, Indian Heart Journal 1998 -2001
- Founder Life Member, Indian Menopause Society & Life Member, Indian Epilepsy Association