

EFPM 2020

Name: JayaBharath Reddy

Area: Strategic Management

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Educational Qualifications:

Master of Business Administration (Marketing) IPE, Osmania University, Hyderabad,
Master of Science (Biotechnology) Guru Ghasidas University, Bilaspur, Chhattisgarh,
Bachelor of Science (Biotechnology) TSR and TBK Degree College (Andhra University)
Visakhapatnam A.P.,

Overall Experience: 21+ years

Present Employment: Roche Diagnostics India Pvt Ltd -June 2006 till date

Profile Summary:

Biotechnologist by qualification combined with Business administration Masters, having 21+ years of creditable experience in dealing with Research, academia, pharma, CRO, life sciences, hospitals, labs, blood bank organizations- covering business strategy, sales, marketing, and Application support with P& L responsibility for various innovative technologies, portfolios, segments and business verticals. Effective thought leader, with proficiency in building market segment from scratch, establishing the value through leading diverse talented teams, channel partners, policy makers, NGOs, and other stakeholders. Delivered consistent, strong growth combining technical skills, with marketing expertise and entrepreneurial spirit, created value and sustainable business verticals, enabling better access for global healthcare solutions to people and patients in India, especially in molecular, tissue diagnostics, sequencing and blood safety solutions.

Presently working as Business Head, Molecular and Blood Safety Solutions at Roche Diagnostics India.

Prior to that worked with Applied Biosystems division of LabIndia Instruments Pvt Ltd starting July 1999 until May 2006

Research Experience:

M.Sc Research Project: Basic Recombinant DNA techniques involved in the gene Manipulation of Gram negative bacteria E.coli and Gram-positive bacteria Amycolatopsis mediterranei Worked under the supervision of **Dr.Rup Lal**, Department Of Zoology, Delhi University, Delhi.

M.Sc Minor Project: Effect of Phytohormones in the Regulation of Growth in plant variety Solanum melongena (Brinjal).

Worked under the guidance of **Dr.P.S.Negi**, D.A.R.L, Pitthoragarh, Uttar Pradesh.

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