

# KIRTI RAI

## Commercial Marketing Specialist

✉ kirtirai777@gmail.com    ☎ +91-9769024409    🌐 linkedin.com/in/kirti-rai-075889219

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### Professional Summary

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Highly accomplished Commercial Operations Specialist with over 8 years of experience in the pharmaceutical industry, excelling in meeting and event management, financial accounting, marketing, and sales operations. Proven ability to strategize and execute digital campaigns, manage complex Procure-to-Pay (P2P) processes, ensure strict compliance (FCPA/GPIHP), and analyze performance data to drive business growth. Adept at cross-functional collaboration, vendor management, and leveraging strong interpersonal and communication skills to achieve impactful results.

### Work Experience

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Dec 2023 - Nov 2025

#### Marketing Associate & Sales Operations

Pfizer Products India Private Limited

- Executed targeted digital campaigns, driving brand visibility and engagement for rare disease products.
- Developed and implemented effective marketing strategies for key pharmaceutical brands.
- Conducted comprehensive healthcare professional (HCP) segmentation to optimize outreach and engagement.
- Launched patient awareness programs, meticulously adhering to all compliance policies.
- Prepared and analyzed sales and non-sales performance data, providing critical insights for strategic decision-making.

Dec 2020 - Nov 2023

#### Regional Executive Assistant

Pfizer Products India Private Limited

- Streamlined billing support processes, enhancing interactions with Territory Executives, District Business Managers, and Regional Business Managers.
- Collaborated closely with the PGS Team to coordinate supply chain logistics and ensure timely distribution to CFAs based on demand forecasts.
- Compiled and analyzed sales and non-sales performance data, providing comprehensive regional operational insights.
- Facilitated the MAPP process, ensuring efficient closure for both Sales and Marketing teams.
- Assisted the Marketing team in generating GCMA for HCP meeting invitations and submitting detailed reports.
- Managed purchase order generation and invoice processing with meticulous due diligence.
- Coordinated effectively with external vendors to fulfill sample requests.

July 2016 - Nov 2020

#### Meetings & Events Coordinator

Pfizer Limited

- Processed non-inventory payments for meetings and sponsorships, meticulously reviewing the Procure-to-Pay (P2P) process.
- Maintained stringent compliance and control over FCPA/GPIHP transaction processing, mitigating risk.

- Provided expert support and guidance to business process owners on FCPA/GPIHP execution, documentation, and adherence to global and local policies.
- Generated monthly data extracts from Ariba to produce comprehensive management information system (MIS) reports.

## Notable Achievements

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- ✓ Recognized as 'Best Coordinator' in 2019 for exceptional organizational skills and project oversight within a fast-paced environment.
- ✓ Awarded 'Execution Excellence' for outstanding performance and strategic delivery in both 2023 and 2024.
- ✓ Successfully launched critical patient awareness programs, ensuring full adherence to pharmaceutical compliance policies.
- ✓ Developed and implemented impactful marketing strategies for key pharmaceutical brands, contributing to market presence.

## Projects

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### Maths Tutor

Tutor

Provided mathematics tutoring for First Year Junior College (FYJC) and Second Year Junior College (SYJC) Commerce students, enhancing academic performance.

## Skills

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Cross-functional Collaboration

Supply Chain Management

Stakeholder Management

Compliance Management

MIS Reporting

Commercial Operations

Financial Accounting

Project Coordination

Event Management

Marketing Strategy

Data Analysis

Sales Operations

Vendor Relations

Digital Marketing

P2P Process

## Education

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June 2014 - March 2016

**Bachelor of Commerce**

University of Mumbai

## Accomplishments

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### Volunteer Work

2015 - 2016

**Vice President of Sports Club**

Karnataka Maha Mandal

Led and managed sports club activities, fostering student engagement, teamwork, and athletic participation within the community.

## Languages

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English (Fluent), Hindi (Fluent), Marathi (Fluent), Tulu (Fluent)